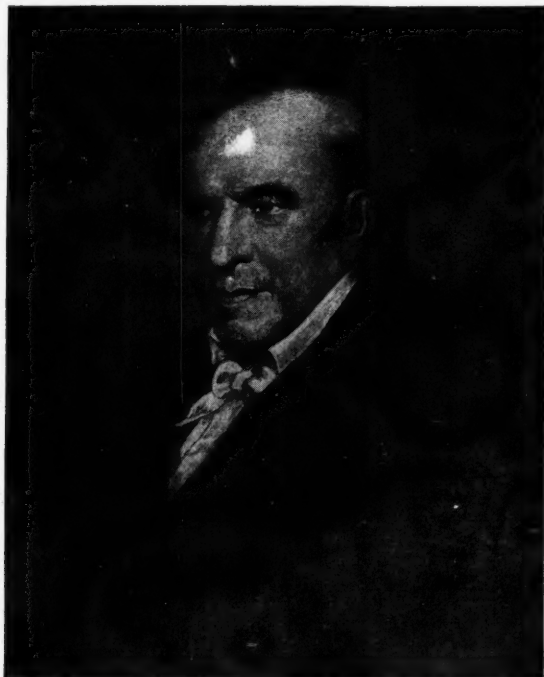


The NATIONAL UNDERWRITER

Life Insurance Edition

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1750 - 1831

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GIRARD LIFE

INSURANCE COMPANY OF PHILADELPHIA

Opposite Independence Hall

FRIDAY, APRIL 24, 1936

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THE 1936 UNIQUE MANUAL-DIGEST

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Name of Life Insurance Company
Address, City, State

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Retrospective Practices: The following provisions apply to old as well as new policies irrespective of contract: days of grace (interest waived), dividend options, right to name irrevocable beneficiary, reinstatement, change of plan after one year by difference in interest, excess interest on proceeds left in company, non-participating business made participating, and post-mortem dividends. Disability and double indemnity granted to old policyholders, limited to clauses in use at time of issue.

Officers: B. G. Huntington, Chrmn. of Bd.; Geo. W. Steinman, Dr. E. J. Wilson, Vice-Pres. and Med. Dir.; J. Chas. Reitz, Vice-Pres.; F. J. Wright, Vice-Pres. and Counsel; J. A. Hawkins, Agencies; Dr. A. R. Stone, Med. Dir.; Fred Vercoe, Treas.; R. C. spoon, Secy.; Geo. T. Henlea, Mgr. of Mortgage Loan Dept.

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Assets	Company	Company	Company
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Net Interest to Mean Inv. Assets	4.55%	3.97%
Mortality Ratio	513.18%	73.7%
Principal Acquisition Expenses	64.0%	2,250,681.51
Ratio to 1st Year Premiums	50.8%	41.8%
Per \$1,000 of New Business	1,262.88	\$3.33
Ins. Exp. Less Prin. Acquisition Exp.	1,861,268.43	9,054,489.24
Ratio to Premium Income	19.2%	12.8%
Per \$1,000 Insurance in Force	\$5.30	

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LIFE INSURANCE EDITION
A WEEKLY NEWSPAPER OF LIFE INSURANCE

Fortieth Year—No. 17

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, APRIL 24, 1936

\$3.00 Per Year, 15 Cents a Copy

Prudential Shows Optimism at Meet

President Duffield States Company Is Today Stronger Than in 1929

WIDER PROTECTION URGED

Paid For Business in 1935 Best Since 1931; Insurance in Force is Now 16 Billion

NEWARK, April 23.—The Prudential stands today "stronger than we stood in 1929," President E. D. Duffield told 500 district superintendents and managers at the opening session of the company's annual business conference.

The Prudential's paid for business in 1935 was the best for any year since 1931 and its insurance in force is the largest in its history, standing at \$15,917,997,000 at the close of the year and now past the 16 billion mark. Mr. Duffield directed particular attention to increase of insurance in force—amounting to \$565,542,000—and said that a company's gain on this score indicates whether its job has been well done.

Urges Wider Protection

Urging a broad-gauge view of the company's obligations to the public, Mr. Duffield continued:

"The real thing this company must do if it is to meet its responsibilities is to furnish wider protection, seeking to render safe and secure the American family and home. We are not engaged in a selling campaign but we are trying to do something for the people that will make the future precious, and give to the rising generation something that the present generation never had.

"There are certain things that are essential to accomplishment in this business. I don't believe you are going to get very far if you are interested in no one's problems but your own."

Importance of Conservation

Stressing the vital importance of conservation work, Mr. Duffield expressed doubt that all lapses of the last four or five years were due to economic conditions and said that many were due to a defeatist attitude.

Reviewing the financial situation, Mr. Duffield said that in real estate mortgages each quarter shows a steady increase in loans restored to good standing and a steady decrease in delinquencies. He said that while many corporations are taking advantage of the present period of cheap money to refinance at lower interest rates, the life insurance investor has the advantage of covering a long period of time, so that fluctuations tend to average out.

One of the encouraging signs is the more sympathetic attitude toward the railroads, where previous efforts had

(CONTINUED ON LAST PAGE)

Hope for Turn in 1936 Disability Claim Record

NEW YORK, April 23.—While claim men hope that 1936 will mark the turning point in disability claims, the year to date shows no significant improvement over last year. There were months last year when some companies expected a real improvement in claim incidence, but these proved to be merely fluctuations.

There has been some lessening in the number of new claims allowed each year since the peak number, which corresponds roughly with the bottom of the depression, but the sharp drop in claims hoped for with the nation's emergence from the depression has not yet appeared.

Hopes for improvement are based on the fact that there are many policyholders receiving disability benefits, who, though neither totally or permanently disabled, are sufficiently incapacitated to qualify under the liberal constructions that the courts have placed on disability clauses.

The return of prosperity would undoubtedly tempt many to go back to work in spite of their ailments. Apparently business conditions have not improved enough for very many to declare themselves fit to earn their own livings.

The man receiving \$50 or \$100 a month in disability payments would have some very logical objections to taking a job paying two or three times his present income if it meant giving up his disability payments. He has adjusted his mode of living and mental outlook to his lowered income. He has learned to enjoy leisure. If he is middle-aged or older he can't help realizing that the longest income-earning period he would be likely to enjoy would still leave his old age unprovided for, whereas if he elects to keep on being disabled his income is assured for life.

Some have wondered why so-called lie-detector machines have not aroused any perceptible enthusiasm among life company claim men interested in resisting fake or exaggerated claims.

For one thing, despite publicity about bogus and inflated claims, it is estimated about 90 percent of claims paid are objectively provable and can be substantiated beyond a doubt by the company's doctors. The remaining 10 percent or so includes genuine cases as well as frauds, which cannot be pinned down. It is thought that questionable cases constitute only about 1 percent. This means that any lie-detecting machine would have little chance to save companies an important amount of money.

Other Objections Given

Another reason why the lie-detector has not made greater progress among life companies is that the most effective way of using it—without the claimant's being aware of it—would smack of deception in a way that might have a very unfavorable public reaction. If the machine were not introduced by deception, it would probably be difficult to make any practical use of it. Most genuine claimants would probably have no objection to submitting to a test but no one would be compelled to do so and the mere fact that anyone refused could not be used as valid ground for resisting the claim, no matter how much such refusal might serve to confirm the company's suspicions.

Life Companies' 1935 Auto Death Claims 35 Million

Last year more than \$35,000,000 was paid out by life insurance companies of the United States and Canada in death claims directly attributable to automobile accidents involving drivers, passengers and pedestrians.

The figures are based on an exhaustive study by the automobile accidents committee of the Life Advertisers Association and were made public last week by the committee's chairman, Arthur Reddall, advertising manager Equitable Life of New York.

Mr. Reddall's committee obtained information on the amount paid by the 66 leading legal reserve life companies operating in the United States and Canada in 1935 for death claims incurred as the direct result of automobile fatalities involving policyholders of the 66 companies. With this aggregate as a basis for calculation, the committee arrived at its estimate of \$35,000,000 as representing the cost to life companies of motor vehicle accidents in 1935.

The figures cover only death losses and do not include payments for disabilities caused by traffic accidents nor the many millions paid by accident companies for deaths and personal injuries to policyholders due to automobile accidents. Many additional millions were paid by liability insurance companies as a result of automobile casualties causing personal injuries and property damage.

National Council Has Mid-Year Meet

Steering Committee of National Association of Life Underwriters in Kansas City

MANY REPORTS GIVEN

Interest in Boston Meeting Plans, in Bids for 1937 Convention, and in Nominating Committee Election

By LEVERING CARTWRIGHT

The mid-year meeting of the national council of the National Association of Life Underwriters is becoming an increasingly important event. Until a few years ago it consisted of a rather routine session either in New York or Chicago. Now the system has become established to have the mid-year meeting in different cities and to couple the sessions with a sales congress. This year, the meeting at Kansas City was tied in with a sales congress and the convention atmosphere was apparent.

Schriever Opens Session

About 60 attended the all day session of the national council. In contrast to some of the previous meetings, the committee chairmen presented the reports in crisp, abbreviated fashion and the sessions moved along and interest did not lag. There was an absence of controversial matters. There was particular interest in the announcement of the tentative outline of the Boston convention this fall; in the bids of the rival cities of Houston and Denver for the 1937 convention; in the election of a nominating committee.

In the election for members of the nominating committee, the winners were: Manuel Camps, Jr., Boston, chairman; George E. Lackey, Massachusetts Mutual, Detroit; V. W. Wiedemann, Kansas City; Ray Hodges, Cincinnati; H. K. Cassidy, Houston.

President L. O. Schriever, in opening the national council meeting, announced that there had been 100 percent attendance at the trustees meeting the previous day.

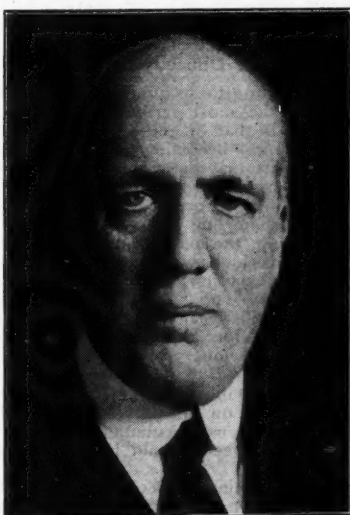
Country Is Divided

A. E. Patterson, Penn Mutual, Chicago, who is vice-president of the association, reported as chairman of the membership committee. As of April 13, 1936, paid membership totaled 20,177. As of March 31, the membership was 16,808. On June 30, 1935, when the books were closed, membership was 24,307. Sixty-six of the 298 associations as of April 13 of this year had exceeded their entire membership as of June 30, 1935.

Mr. Patterson recalled that he had divided the country into 13 districts with a trustee in general charge of each. Then there are division commanders with responsibility for states or parts of

(CONTINUED ON PAGE 14)

Sees Upward Trend



E. D. DUFFIELD
President of the Prudential

Producers and Executives Reflect Optimism at Chicago Sales Congress

Expressions of optimism for the future of the life insurance business and the presentation of successful sales methods of leading producers featured the annual sales congress of the Chicago Association of Life Underwriters. Lynn S. Broadbudd, Chicago manager Guardian Life, was general chairman and presided at the morning session.

Stating that certain basic fundamentals must be laid down for guidance in an increasingly complex world, C. H. Voorhees, general counsel Connecticut General Life, declared in the opening address that collective human happiness is after all the most important factor in life today.

However, collective human happiness, said Mr. Voorhees, cannot exist to any degree in any society unless based on a reasonable minimum security; a sense of security cannot exist unless a reasonable minimum amount of property can be acquired, and, in turn there must be a reasonable assurance that the property acquired will do the thing desired.

Pointing out that even a conservative estimate indicates 80 percent of the wealth of the country is owned by 30 percent of the people, Mr. Voorhees declared that many thousands were condemned from the very start never to own even a minimum amount of property. For hundreds of thousands, therefore, life insurance now represents the only practical, workable chance for them to achieve this goal. Life insurance is the only solution because it can be purchased on the instalment plan and it provides ready cash upon death, advantages which are offered by no other plan.

Economic Uncertainties Today Are Illustrated

To illustrate some of the economic uncertainties today, Mr. Voorhees said that out of every five estates in 1929, one is now wiped out completely while the other four have lost one-half their value. During this period \$125,000,000 in equities have disappeared, \$40,000,000 in bonds have gone and unknown millions in prime real estate investments have vanished.

"Life insurance offers the only security against the twin hazards, 'I may live too long—I may die too soon.' The outstanding failure of life insurance today is in the method of marketing, and this is in spite of all the developments of the last few years in salesmanship, underwriting practices, etc." Life insurance, he said, is too often sold through opportunism and he urged agents not to "put your trust in catch as catch can selling methods, to avoid opportunism and so-called 'clever' selling."

Strikes Note of Optimism For Future of Business

He said the modern life agent should be a "dealer in a planned future." Since life today is a constant relentless search for solution to individual problems and needs, the ideal method of selling life insurance is to fit those needs, whether the plan is called programming, estate analysis or business insurance. To be basically sound, the method must meet the following tests: It must secure an audience; must get the prospect's interest; must secure confidence in the agent; produce larger and repeat sales; create a clientele; business must stay on the books; the agent's self-confidence should increase; the plan must show constant improvement, and finally, it should enhance the institution of life insurance.

Striking a note of optimism for the future of the business, Judge E. A. Olson, president Mutual Trust Life, Chicago, made the prediction that the trend of life companies would be away from the constant drive for increasing volume. He cited the case of one com-

pany which has already adopted a policy along these lines and prophesied that "before this year is over, that company will find its policy one of the most profitable it has ever adopted." Other companies are certain to adopt similar policies in the near future and it is possible a lower net cost of insurance may eventually result. Mr. Olson spoke in the absence of H. P. Trosper, Detroit agent New York Life, who was suddenly taken ill and underwent an operation.

The present high percentage of lapsing business is an important factor in the cost of insurance today and Mr. Olson pointed out that "no company can afford to continue paying for acquisition of lapsing business." The agent of the future, he said, will be judged by his own judgment of prospects as revealed by the permanency of his business.

Points Out Tremendous Growth of the Institution

Pointing out that the institution of life insurance has grown from a total of \$35,000,000 new business written by 17 companies in 1860, to \$14,500,000,000 at the present time, with the greatest period of growth coming during the last quarter century, he declared that at no time has the life agent had such a tremendous opportunity for success as at the present. Although the prevailing low interest rates will continue to create problems for most companies, he stated that banks are now overflowing with cash with the result that the low interest rates have discouraged depositors. This situation has created a marvelous opportunity for the life insurance business because "nothing is more helpful to the life agent than low interest rates at

the bank. Life insurance is now the best property available in the world as it pays at least 3 percent, which is more than can be had elsewhere. As a result, the life agent today has virtually no competition from other investment fields."

Agents last year had an advantage which they do not have this year because most companies have found it necessary to reduce their interest rates, and, pointing out that a further trend in this direction may be necessary next year, he urged agents to grasp their opportunity now. He struck a distinct note of optimism, however, on the improvement in business and industry generally and in particular stressed the advantages enjoyed in Chicago. "Chicago is in the center of the best agricultural district in the United States; it is the world's greatest grain market and railroad center, and there is more ready capital looking for investment in one city block in Chicago than in a square mile in many other cities."

Should Emphasize Safety Rather Than Cash Values

He urged agents to emphasize the safety and certainty of life insurance, not its cash values, and to show what it can do. He also cautioned them not to wait for things to turn up because conditions are better now for sale of life insurance than in 1929.

"We are living under a constitutional form of government. Don't let anyone tell you the world owes you a living; it doesn't owe anyone anything. We must all earn our own living and hard work and self-denial are more necessary today than ever for happiness and success."

Selling Must Be Modernized for Success in 1936

Better mental attitude and preparation, better prospecting, better sales presentations, analyses of needs and quality of business, are some of the factors that will make 1936 a better year for life agents, declared O. Sam Cummings, state general agent at Dallas, Tex., for the Kansas City Life, at the annual sales congress of the Chicago Association of Life Underwriters.

Other requirements necessary for improvement are better settlements and collections, better renewal of business and a better system of working. Mr. Cummings pointed out that a revolution in selling methods has taken place the last few years, and that agents can now receive training that was never before possible. He stressed the value of correspondence courses, home office training schools and specialized training in agencies, but said that in spite of all these advancements in sales training, many agents are still below average and very few can qualify as experts.

Emphasizes Need for Better Prospecting System

He placed particular emphasis on the need for better prospecting, stating that more agents fail in life insurance because of poor prospecting methods than because of mediocre sales presentations. He said that prospecting is an individual matter and must be adapted to the personality and character of the agent, but in any case it must be a constant, continual process. He presented some interesting figures on the results of a survey recently made of 238 agents in Texas. A questionnaire was sent out asking agents to list their last 10 cases and answer this question: "How did this

policyholder become a prospect for you?"

Results showed that 29 percent of the prospects were personal friends of the agent, 18 percent resulted from cold canvass; 13 percent were recommended by friends; 6 percent, people with whom the agent did business, and 1 percent, present policyholders. Mr. Cummings thus pointed out that 54 percent of the prospects came from natural contacts, while 29 percent represented policyholders, former policyholders and prospects referred by friends.

Rut in Prospecting Is Greatest Difficulty

Interpreting these figures, he said that "one of the most serious difficulties I know of is that of getting into a rut in prospecting—becoming too lopsided." While there may be 50 methods of prospecting, most agents are familiar with and use only 10 or 12.

In checking his own weaknesses in prospecting, the agent should be careful not to overlook women prospects. He cited the experience of one man in his own agency who, in checking over the results of his year's work, was unable to account for a substantial decrease from the previous year. A study of the record revealed that the agent had not written an application on a single woman and a check on his previous year indicated that his usual volume coming from women prospects would have made up the decrease.

Mr. Cummings especially emphasized the need for greater preparation and better study of the business in the future. Too many agents are still unqualified to present an expert analysis of the

Leading Producer Emphasizes Value of Small Policies

Stating that small policies are the bread and butter of the life insurance business, Bert C. Nelson, special agent Northwestern Mutual Life, Milwaukee, took up the cudgel for the small writer on the afternoon program of the annual sales congress of the Chicago Association of Life Underwriters.

John Morrell, millionaire producer of the Lustgarten agency, Equitable Life of New York, Chicago, who presided at the afternoon session, stressed the need for business insurance and declared that "never before has the Chicago business man been more willing to pay premiums or needed good counsel so badly as now." He said the ever increasing tax burden will make business insurance, providing tax exempt entities, more and more in demand in the future.

Agents Waste Time Waiting for Big Policies

Mr. Nelson, in pointing out the opportunities for writing small policies, said the agent who wastes time in waiting for big policies to develop is passing up a substantial volume in one's, two's and three's. As an illustration he cited his own record in which he produced an application per working day for four years. He advised agents to keep physically fit because the job is a strenuous one and also urged them to have their own house in order and demonstrate their faith in their product by buying adequate insurance themselves.

"The agent's success depends 90 percent on prospecting and mental attitude," Mr. Nelson declared. A man is a prospect if he has an insurance need the agent can fill, if he can pay the deposit and if an interview can be secured. Prospects are literally everywhere. While most agents do their prospecting among persons they know, centers of influence, their own policyholders, or through cold canvass, greater prestige and a wider field can be cultivated.

(CONTINUED ON LAST PAGE)

needs of a prospect and "unless the life agent can qualify himself to do so, he will be displaced in the next 10 years by the man who can." He also stated that many are still weak in their sales presentations, relying too much on "canned" sales talks and failing to keep up with the times. "Many agents will have to shake up their sales talks or they will be shaken out of the life insurance business," he said.

Quality of Business Absolute Necessity

Another absolute necessity is to improve the quality of business. Inasmuch as the life agent must make his living out of the business, he should concentrate more on high premium policies in the future and sell less term insurance. He must watch his gross premiums and not the volume. Improving the quality of business will result in a higher renewal rate, which will not only improve the condition of the company, but will add to the agent's profit. The agent should try to get better settlements and collections. Many agents who are good salesmen fall down miserably in their collections and get "buck fever" in asking for the premium payment. The character of the first year's settlement, he pointed out, usually determines whether the business will stay on the books.

Tax Saving Angle Deserves Emphasis

Agents Should Get Enthusiastic About Value of This Feature

SOME EXEMPTIONS CITED

F. L. Morton of New York Life Addresses New York City Life Underwriters Association

NEW YORK, April 23.—The tax-saving afforded by life insurance will not boost sales unless the agent gets enthusiastic about its value to his prospective client, Manager F. L. Morton of the New York Life in New York City told members of the New York City Life Underwriters Association at the 11th of a series of lectures on the technique of selling life insurance. Mr. Morton was formerly the New York Life's home office tax expert.

A mere recital of the tax savings to be made through life insurance and annuities will make little impression on the prospect, he pointed out. In most sales where the tax angle is applicable, it may be of great value in approaching or clinching the sale, but it is more effective as part of a complete sales presentation, he said.

Tax Figures Given

Citing figures to the effect that if the federal government took 100 percent of all annual incomes above \$1,000,000 it would pay government expenses for less than a week and that if every dollar of annual income above \$5,000 were similarly appropriated it would run the government only a little more than six months, Mr. Morton pointed out that future increases in taxes must necessarily bear most heavily on persons of moderate and lower incomes, since higher incomes are already taxed near the maximum.

Mr. Morton called attention to tax saving available through life insurance on children of wealthy parents, since every premium takes that much off the top tax bracket of their estate, and if parents make a gift of the money for premium payments, it is subject to the \$40,000 exemption plus \$5,000 annually to each donee.

Irrevocable Trusts

While exemption from estate tax of life insurance or other funds earmarked to pay death duties is not yet an accomplished fact, it is possible to obtain almost the same effect by setting up an irrevocable trust, since the \$5,000 exemption under the gift tax law will cover the premium on quite a large amount of life insurance for tax purposes. Mr. Morton said he considered tax knowledge valuable as a prestige builder, except where business is among buyers with small estates.

Hold Pittsburgh School

Ten supervisors of the Connecticut Mutual Life are in Pittsburgh attending a supervisors' school being run under auspices of the agency department with F. O. Lyter, G. F. B. Smith, assistant superintendents of agencies, and E. S. Hewitt, agency assistant, constituting the faculty. They will be assisted by R. N. Waddell, Pittsburgh general agent.

Director Smrha Talks

In a talk before the Insurance Institute of Nebraska at Lincoln, Neb., Director C. Smrha of the Nebraska department of insurance spoke on "The

Heads Nominators



MANUEL CAMPS, JR.

By reason of receiving the highest number of votes, Manuel Camps, Jr., Boston general agent of the Penn Mutual, becomes head of the nominating committee to recommend a slate of officers and trustees for the National Association of Life Underwriters to be elected at the annual meeting in Boston this fall. The election of the nominating committee took place at the mid-year meeting of the national council in Kansas City. From 15 names presented by President L. O. Schriver the councillors selected five to serve as nominators. Mr. Camps did not attend the Kansas City meeting.

Line of Least Resistance." Director Smrha said that the insurance department had adopted a slogan which, if followed by all companies, would eliminate practically all of the troubles with which his office has to deal. The department slogan is "Write Risks Right."

Effect of the Security Act on Private Pension Plans

The federal old age security act may give great impetus to the movement for private pension plans and should tend to make those plans follow the contributory idea, declared Charles A. Taylor, actuary Life of Virginia, who spoke at the meeting of the Life Office Management Association in New York City on the effect of social security laws on employees' retirement plans and personal policies.

He stated the law will undoubtedly tend to standardize 65 as the retirement age, although it is to be hoped that life companies will continue to fix the retirement age to fit circumstances of each class of employees and will not adopt 65 blindly. Although the government plan has some points in common with many private pension plans, one of the chief differences is that the scale of pensions is not high enough, especially in lowest salary brackets, to take care of life company employees after retirement. "If, therefore, a company has a pension plan or intends to adopt one, the government plan can hardly be looked on as an adequate substitute."

Should Act on Private Plans

Inasmuch as no one can predict what exemptions, if any, Congress will permit under the law, Mr. Taylor expressed the belief that private pension plans should be shifted over to a revised basis by Jan. 1, 1937. Then, if for any reason federal taxes are later refunded and benefits canceled, provision might be made in the revised plans for retracing the procedure. However, he advised it was important to keep private plans on a basis flexible enough for further change because of the possibility of constant changes in the law.

He said it is possible to revamp an existing plan or build a new one about the government plan as if the latter did not exist at all. "When the government plan is compared with a private plan, it becomes apparent at once that adjustment cannot consist of such a simple device as deducting federal benefits and contributions from those provided by the private plan."

He suggested the following features as needing further study: How shall we reduce contributions by employees when the federal scale of contributions will vary for the next 12 years? If the retirement age is earlier than 65, should the retirement income at a reduced amount immediately after retirement, but increased at age 65 when government benefits commence, be avoided? How should existing private plans be changed for employees who attain age 65 before 1942? Should provision in some private plan by which benefits and contributions are based, not on actual wages but on averages for the class, be dropped? How can we adjust benefits so the company's cost will not change materially?

In addition to these questions, Mr. Taylor pointed out that many other problems may arise, such as the effect on disability benefits, optional joint and last survivor annuities, etc.

Effect on Personnel Policies

In regard to personnel policies, he stated, "It is doubtful that old age benefits will have much effect on them." Although a few older employees in lower salary brackets may be retired under the federal benefits, they will have very little effect on employment policies. Companies will probably continue, as in the past, to employ on the basis of fitness for work with little regard to age. The taxes which companies will have to pay for old age benefits will cause little change in salary scales.

Although the turnover in most home offices is relatively light and unimportant, Mr. Taylor urged consideration of the field organization. "What the final decision in various states will be as to the status of our agency forces, I cannot say, but if such salaried field employees as industrial agents are included, we must consider what we can do to improve our status under a merit rating system."

Excellent Work Being Done

He pointed out the excellent work being done by some companies in studying statistically their experience with various types of field workers and in raising status for selecting new men. Much has also been done in revising agency contracts to appeal to the type of person who will be a credit to the institution of life insurance, to lessen the fluctuation in commissions, and to discourage the unfit.

"Given a growing institution, such as we have; a fair pay scale; a real effort first to select, then to help and use employees at work they are best fitted for; and finally given recognition and advancement for the qualified, then turnover at any appreciable rate will not trouble us. If such a program is followed intelligently, not only the social security merit rating problems, but other personnel problems, should be lessened."

E. L. Whigam's Talk

E. L. Whigam, supervisor of the law department of the Prudential, discussed the procedure required for compliance with the new New York unemployment insurance law. He summarized the law as placing the following requirements on employers: Establish a system of payroll records, showing the information required by the law and the official instructions; file the initial statement required by the official instructions; class-

(CONTINUED ON PAGE 24)

Ninety Years Wise

This message of discerning wisdom was written by a ninety-year-old grandfather to his grandson who recently joined our Boston Agency. A remarkable composition by so old a man, packed with the power usual only to a man in his physical and mental prime. Its message would indeed be inspiring to any life underwriting novice:

"I am glad to see you get into it. Acquaintances develop into associates, associates become friends, and friends make business. The writing of life insurance is largely a personal affair between the representative of the company and the prospect, and more often depends upon the personality of the former than upon the company itself. The field, therefore, is wide for individual effort.

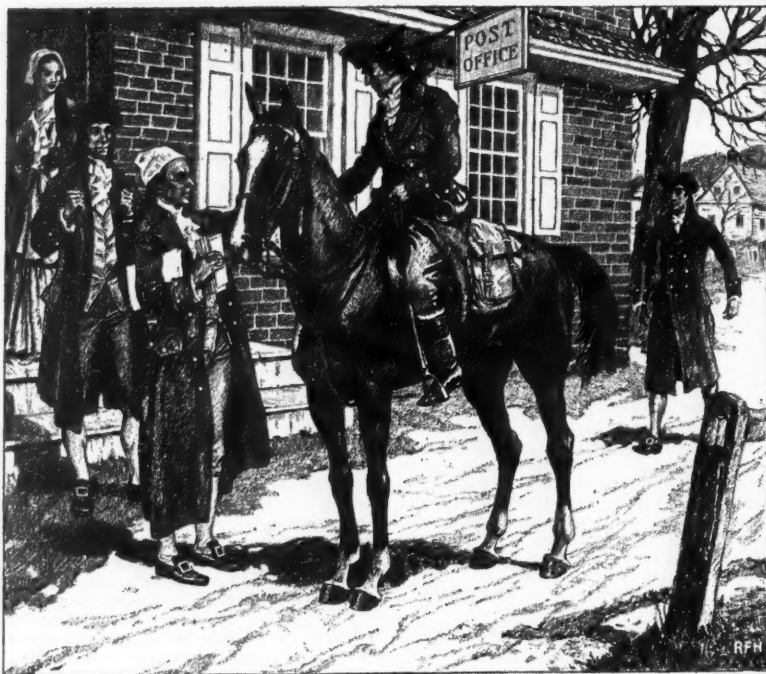
"The individual who sells another life insurance does him an everlasting favor, and usually receives from him everlasting praise. It is the best investment I know, and so one can honestly recommend it to his best friend. That is what makes the business so attractive, and is the reason for its improvement with age. It is not a get-rich-quick business, but a thoroughly reliable and satisfactory business to the end. Study it carefully, make it your life work, and you will never regret it."

THE PENN MUTUAL LIFE INSURANCE CO.

WM. H. KINGSLEY, President

Independence Square

PHILADELPHIA



First Vermont Post Office, Bennington, 1783. The post riders who carried mail through the Indian country between that town and Albany received 3 pence a mile instead of the customary rate of 2 pence, because of the more hazardous and mountainous country to be traveled.

Good News

The National Life has enjoyed each month for seventeen consecutive months a gain in paid business; and the first three months of 1936 show an increase of 24 per cent over the first three months of 1935, together with an increase in insurance in force.

May we send you our illustrated booklet "The National--A Short Story"? It is a little different and very readable.

NATIONAL LIFE INSURANCE COMPANY Home Office-VERMONT Montpelier,

A Mutual Company, founded in 1850,
"as solid as the granite hills of Vermont."

CLIP AND MAIL THIS COUPON

NATIONAL LIFE INSURANCE CO., MONTPELIER, VERMONT
Please send me by mail without obligation your new booklet, "The National--A Short Story."

Name _____ Date of Birth _____
Street and Town _____ State _____

Expectancy Table Shows Betterment

Life Span Increased 12 Years
Since 1901, Mathematicians
Report

METROPOLITAN ANALYSIS

Inclusion of Texas Gives Statistics from
48 States with Combined Rate
61.26 Years

NEW YORK, April 22.—An expectation of life at birth of 61.26 years, for both sexes combined, is shown in a life table which for the first time in history takes as base mortality statistics for the 48 states, statisticians of the Metropolitan announce. This was made possible by qualification of Texas in 1933, as the last state to be admitted to the death registration area. The corresponding figure for 1901, the year for which the first official life table for any considerable part of the United States was constructed, was only 49.24 years.

Expectation 12 Years Longer

The period from 1901 to 1933 corresponds approximately to the length of a generation. A child born in 1933, a generation later than 1901, has an expectation of life 12 years greater than its parents had at birth. Expectation of life at birth in 1901 was less than expectation at age 17 in 1933.

Out of every 1,000 children born in 1901, almost 125 died in the first year; by 1933 this figure was reduced to 53. In 1901 mortality was at a minimum at age 11, or 2.56 per 1,000; in 1933 the minimum, at age 10, was 1.19.

Figures on Children

Out of 1,000 children born in 1901 one-quarter would have died before age 25. The corresponding age in the new life table, is 52. This shows results of a third of a century of public health work against typhoid fever, diarrhea and enteritis, the communicable diseases of childhood, tuberculosis and other diseases. Under the 1901 life table, one-half the children born in that year would have died by age 58, and three-quarters by age 74; the 1933 table shows corresponding ages 68 and 78, respectively.

Comparison with other countries shows that in 1933 English males had expectation of life at birth of 58.7 years, and German males 59.8 years; white males in the entire United States, 60.86 years. Females: 62.6 both in England and Germany, and 64.40 in the United States. The figures in Italy 1930-1932, were 53.8 for males and 56.0 for females. In European countries, only the life tables of Norway, Sweden, Denmark, and Holland are as favorable as the 1933 American table.

Yetka Broadcasts Warning

ST. PAUL, April 23.—In a determined effort to stamp out the operations of the M. E. Bean companies in Minnesota, Commissioner Yetka this week broadcast through newspapers a warning to people against patronizing these concerns.

The companies listed are the Fidelity Mutual Association; American Mutual Protective; Consolidated Insurance Underwriters; Consolidated Mutual, and Community Service.

Mr. Yetka asserts that none of these companies has been licensed to transact insurance business in this or any other state. The first two named in the list, the commissioner says, are incorporated under the so-called "charitable act" while the other three are operated under no incorporation.

Chief Insurance Buyers During Month of March

Wholesale dealers led all other occupational classifications last month, both in amount of insurance purchased and in number of policies bought, according to an analysis conducted by the Lincoln National Life among its purchasers of big policies. Other classifications, listed in order of total amount purchased were: Brokers and bank managers; insurance agents, retail dealers and silk mill managers; lawyers, judges and students; physicians and surgeons, and factory managers. Leading occupations in number of policies purchased were: Wholesale dealers, insurance agents, brokers and bank managers, retail dealers and physicians and surgeons, lawyers and judges, students, factory and office managers, and dentists, proprietors and housewives.

Northwestern Mutual Figures

Statement Shows Some of the Chief
Items at the End of First
Quarter

MILWAUKEE, April 23.—First quarter figures of the Northwestern Mutual Life show \$68,269,843 of new paid insurance, increase of \$5,093,369, or 8.1 percent over the first quarter last year. Total new business including annuities, was \$70,846,753, a gain of \$4,981,329, or 7.6 percent. Total insurance in force as of March 31, was \$3,722,845,890, and the number of policies in force was 990,582. The amount represents an increase of \$17,826,755 for the first quarter this year, and is \$25,709,681 higher than that at the end of the first quarter of 1935.

Total income for the quarter was \$50,046,022, including \$31,790,024 of premium income. Disbursements were \$35,987,986, leaving an excess of income of \$14,067,036. Total payments to policyholders were \$27,186,829, exclusive of \$2,471,740 in payments under installment and option settlements.

The statement shows assets of \$1,086,805, increase of \$57,657,150, and a gain of \$14,315,850 for the first quarter of this year. Assets included \$10,261,112 cash. Par value of bonds was \$508,240,964. Mortgage loan investments stood at \$296,482,622. Policy loans were \$196,801,687, a decrease of \$17,022,444, or 8 percent, from a year ago.

Political Note Injected Into Kansas City Congress

Politics crept into the initial session of the Kansas City sales congress. At the entrance, those attending were handed copies of a brochure, "Deeds Not Deficits—the Story of Alfred M. Landon" by Richard B. Fowler, Kansas City newspaperman.

Commissioner O'Malley of Missouri, every ounce a Democrat, decided that the opposition having injected the political note, the opportunity had been given him to speak a few favorable words anent the new deal. Accordingly in his opening remarks before the congress he vouchsafed that the new deal "reforms" are destined to be permanent and that should Landon be elected he must, perform, carry those reforms ahead. The commissioner was too subtle for some of his audience because the story was circulating afterwards that O'Malley had come out for Landon because he was the favorite son of a neighboring state.

The Kansas City association was not responsible for passing out the Landon booklets and its leaders regret that the incident occurred.



Budgeting Life Insurance

The buyer of life insurance today wants to do business with a life underwriter who can intelligently help him in the solution of his life insurance problems and in the budgeting of life insurance to meet his needs.

"How to Live and Be Happy", an illustrated folder is one of the many helps furnished to Ohio National salesmen as a guide in budgeting the prospect's life insurance.

Radio leads, direct mail service and many other field helps, together with the Ohio National's new Salary Continuance policy, furnish the Ohio National salesmen a sales kit which helps to increase their production. These many helps, plus an enthusiastic and aggressive field staff accounts for the Company's increase of 9.5% in new business during January, 1936 compared to January of last year and 11.4% increase in February, 1936, compared to February, 1935.

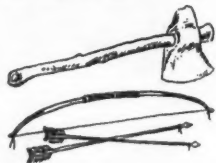
For Agency Contract write to

John H. Evans, Vice-President

The Ohio National Life Insurance Co.
Cincinnati, Ohio

T. W. Appleby, President

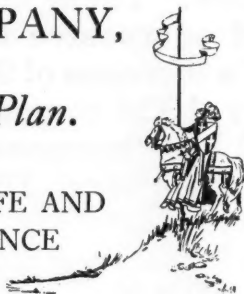
MAN'S FIRST Weapon was His axe . . . Next His bow and arrow . . .



HIS FIRST DEFENSE WAS THE SHIELD

and still continues as the ideal
means of protection in the
homes of more than 2,349,000
people now protected by the
SHIELD COMPANY,
with the *Shield Plan*.

THE NATIONAL LIFE AND
ACCIDENT INSURANCE
COMPANY, INC.



IN FORCE 1936 its greatest year, as indeed, each suc-
ceeding year since 1932 has seen the volume
of Life Insurance in force swept to historic
new levels. . . .

GROWING GREATER EVERYDAY

**The NATIONAL LIFE AND
ACCIDENT Insurance Co., Inc.**



HOME OFFICE, National Building, NASHVILLE, TENN.
C. A. CRAIG, Chairman of the Board, W. R. WILLS, President



THE SHIELD
COMPANY

D. of C. Reverses Ruling on Commission Agents' Status

HELD NOT SUBJECT TO ACT

Unemployment Compensation Board
Approves Opinion Upholding the
Contention of the Companies

WASHINGTON, D. C., April 23.—With the District of Columbia committed to insurance companies' contention that commission-compensated agents are independent contractors and not employees, life companies feel that all formidable hurdles have been cleared and little further trouble is to be feared. The D. of C. unemployment compensation board which had previously held strongly to the position that agents are employees within the meaning of the act, has approved the new ruling of Acting Corporation Counsel West.

Companies foresaw possibility that the former adverse decision, if maintained, might have a nation-wide influence on other states' rulings because of the Washington prestige. It is hoped now that this prestige will work in the companies' favor in states where no interpretation has been given.

Opinion Cites Other States

The opinion prepared by West held that the companies had satisfactorily proved their contention and referred also to court decisions dealing with the question of independent contractors. At the same time, attention was directed to the compensation laws of various states, under which such agents were held not to be employees.

"If insurance salesmen are employees," it was pointed out, "the companies must contribute. On the other hand, if agents are independent contractors it follows that the companies are not bound to make contributions for this class."

The question, it was emphasized, involves only agents and solicitors working on a strictly commission basis, and where agents work on a salary basis there is no doubt as to the applicability of the law and the responsibility of companies to pay the tax.

Other Favorable Rulings

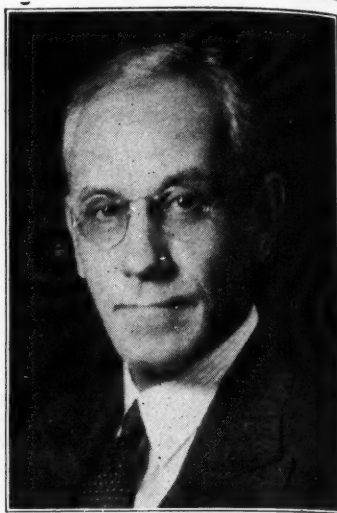
Interpretations favorable to the companies' contention have been given in states which have been in the forefront in unemployment insurance legislation, and where an adverse decision might have had the most effect on subsequent decisions in other states. These rulings have been given out in Alabama, California, Massachusetts, New Hampshire, New York, and Wisconsin. In New Hampshire companies must file a questionnaire to show the agent is actually an independent contractor as stated by the company.

States having unemployment insurance laws but which have not yet given a decision are Indiana, Mississippi, Oregon, Utah and Washington, nor has the federal government nor Dominion government of Canada given a ruling on the status of agents.

Seven Men Serve Agency Aggregate of 222 Years

An unusual record has been established by the L. F. Larson agency of the Northwestern Mutual Life at Portland, Ore., seven of whose agents have been with the organization an aggregate of 222 years. The youngest in point of service has been with the agency 23 years, while the two oldest have been connected for 40 years. All have been consistent producers. The men, with their period of service, are as follows: H. R. Albee, 40 years; W. S. Raker, 40; E. W. Amesbury, 35; L. F. Larson, 33; F. E. Lewis, 26; L. D. Bosley, 25; and Sam Raker, 23.

Life President Is for Landon for President



W. T. GRANT

W. T. Grant, president of the Business Men's Assurance, is giving most of his attention and time these days to promoting the interests of Gov. Landon of Kansas, who is probably the strongest contender for the Republican nomination for President. Mr. Grant is treasurer of the pre-convention Landon-for-President campaign. His advocacy of Landon carries much weight because Mr. Grant is known in his city and to those who know him as an exceptionally conscientious leader.

Mr. Grant points out that Mrs. Theo Landon, wife of the governor, is a daughter of S. E. Cobb, who was a director of the Pyramid Life of Kansas City. Mr. Cobb was killed in an automobile accident. It happened that Dr. F. H. Scholle, who is now medical director and general manager of the Pyramid Life of Kansas City, Mo., (formerly the Kansas Life) was in the same accident and was injured.

Mr. Grant and Governor Landon were classmates at Kansas University.

Carbon Monoxide Death Is Not Accident, Court Holds

LINCOLN, NEB., April 23.—Disregarding the evidence of medical experts, which it says does not control, the Nebraska supreme court holds that where a policyholder dies from inhalation of carbon monoxide produced by a running motor, death is not from poison but from suffocation by gas. The court says that in construing an insurance contract the words used will be given their ordinary and popular meanings rather than the definitions or constructions placed upon them by a scientist or medical expert. Dr. Stone, Chattanooga dentist, held two \$5,000 accident policies in the Physicians Casualty of Omaha, each of which contained a provision exempting it from liability in excess of \$300 for death "resulting from accidental suffocation by illuminating or other gases." The court says that carbon monoxide is a gas, and therefore comes within the exemption because of its suffocating qualities. It adds that a person suffers death as a result of suffocation by gas whether it was due to a deficiency of oxygen in the blood or to an interruption of the physical act of breathing that would prevent the inhalation of sufficient oxygen into the lungs, carbon monoxide paralyzing the respiratory organs.

R. H. Stewart, chairman of the board of the First National Bank of Dallas, a director of the Southwestern Life and one of the three trustees voting the Southwestern Life stock owned by the General American Life, died in his city following an operation.

New Revenue Bill Requires 15% Company Income Tax

IS SUBMITTED IN CONGRESS

Tentative Social Security Provision Permits Continuance of Private Retirement Plans

WASHINGTON, April 23.—Insurance companies of all types, foreign and domestic, will pay an income tax at the rate of 15 percent under the new revenue bill submitted to the house of representatives Tuesday by the ways and means committee.

No changes of importance are made in the insurance provisions of the law other than to strike out the present exemption from tax of dividends received from other domestic corporations.

Section Is Rewritten

The provisions of section 207 of the present law, applying to mutual companies other than life, have been rewritten to provide for the 15 percent tax.

The action of the committee in adopting the flat rate for insurance corporations followed protests of representatives of the industry against the original proposals for heavy taxes upon foreign companies doing business in this country.

In order to speed up enactment of the measure the senate finance committee will hold hearings while the house is debating the bill. When the legislation reaches the senate, it is expected that an amendment will be offered encouraging the continuance of private retirement systems by industrial concerns subject to the social security act.

Tentative Provision

This provision, as yet in tentative form, would enable private companies to set up a transfer annuity reserve with approved insurance companies, paying the entire premium for the first year, on the basis of which the employer in succeeding years would be given a tax certificate which could be applied against payment of the payroll taxes imposed under the social security act, in an amount equal to that paid by the employer to the insurance company in support of benefits equal to those provided by the law.

In setting up the proposed annuity reserves, employers would be required to place them with insurance companies operating under the supervision and laws of a state, with assets of \$100,000,000 or more, and operating for a period of at least five years.

Guarantee Mutual School

OMAHA, April 23.—Nearly 30 agents from six states are at the home office of the Guarantee Mutual attending a two weeks' school conducted by A. B. Olson, manager of agencies, and Paul Stewart, field supervisor. The school began Monday, April 20, and will continue through May 2. It is the first time the idea has been tried by the company. Present tentative plans call for bringing the school to distant parts of the country and training new men on their local grounds.

Error Found in Tabulation

A tabulation of Illinois life figures, due to typographical error showed 1935 new business of the Indianapolis Life in that state as \$190,325. The figure should have been \$2,190,325.

GENERAL AGENCY WANTED

Experienced and progressive Life Underwriter who can recruit several exceptional men desires a General Agency for an Old Line Life Company. ADDRESS D-23, NATIONAL UNDERWRITER

More People Lose by Low Interest Rate Than Gain

The number of people who would lose because of lower interest rates is probably greater than the number of those who would gain, according to U. S. Brandt, president of the Ohio State Life. Mr. Brandt said that the number of his company's policyholders is more than four times as large as the number of its borrowers—that is, those borrowing on real estate mortgages and those borrowing on policies.

"The interest rates on new mortgages and bonds bought by insurance companies in 1935 were lower than the average for recent years," said Mr. Brandt. "This is due to the large amount of idle money awaiting borrowers and also, largely, to government loaning at very low interest rates. Whether still lower interest rates would be best for the American people, as a whole, is a question which should have the very careful study of everyone."

"It is an interesting fact," continued Mr. Brandt, "that the millions of savings bank depositors, the millions of loan association members, and the more than 60 millions of life insurance owners in America today are all money lenders. That is, they deposit their savings at interest with banks, loan companies and insurance companies, which, in turn, re-loan the same money at interest. And so, when interest rates fall, the depositor is paid less interest by his savings bank and loan association; and the life insurance company may be driven to reduce dividends to the owners of its participating policies and to increase premiums on all new policies which it sells."

Ohio Men Adopt New Code

State Body Will Hold Its Annual Meeting on May 29 at Columbus

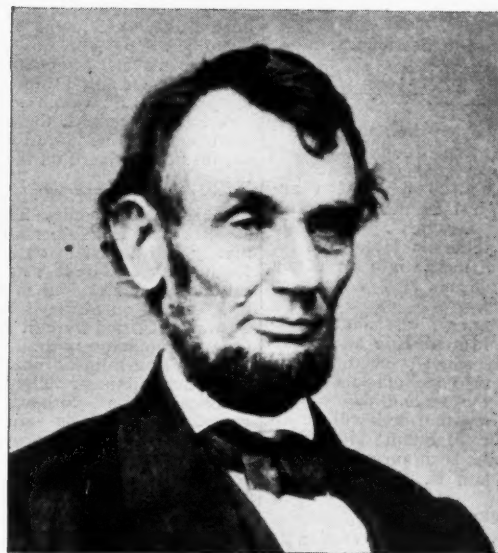
A new code of regulations has been adopted by the Ohio Association of Life Underwriters. The code sets forth the purposes of the association as: To further the best interests of life insurance; to assist member to attain a higher degree of success; to cooperate with companies and policyholders; to cooperate with the state department; to aid in constructive legislation; to promote educational activities; to cooperate with the national and local associations to promote educational and legislative measures conducive to the welfare of the citizens of the state and of the business.

In the future the association will have five vice-presidents instead of two and they are to be selected on the basis of geographical distribution. Each local association will be represented on the state board of trustees through its respective state committeeman. The code follows the model approved by the national council meeting of the National association.

President Ray Hodges, Ohio National, Cincinnati, will appoint credentials, resolutions, and nominations committees prior to the annual meeting May 29 at Columbus. Officers elected at that meeting will assume their duties July 1. Mr. Hodges has requested local associations to suggest to the state association the names of those whom they consider qualified and wish to nominate to the new administration for the standing committees. He also wishes to have suggestions for members to be chosen for the credentials, resolutions, and nominations committees from the local associations.

Jefferson Standard Figures

A mistake was made in a recent issue in giving the insurance in force of the Jefferson Standard Life as of April 1. The correct amount is \$331,000,000.



THE LINCOLN NATIONAL LIFE
PROVIDES ITS FIELD MEN WITH:

"THE MONDAY MORNING MESSAGE"

Every Monday morning of the year, the LNL field man receives his copy of the Monday Morning Message. This up-to-the-minute bulletin offers one timely suggestion on a current life insurance sales opportunity—a suggestion of a sales method that works NOW.

This is a part of the regular agency services offered by his Company.

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

FORT WAYNE, INDIANA

Increase in first year premium income 1st quarter 1936 over first quarter 1935—19%.

ITS NAME INDICATES ITS CHARACTER

Slattery Heads Speakers at Southern Advertising Meet

MANAGERS, OFFICIALS CONFER

Full Program Is Arranged for Round Table's Part in Sessions at Birmingham

Completed plans for the annual meeting of the Southern Round Table of the Life Advertisers Association in Birmingham, April 27-29 have been announced by T. J. Hammer, Protective Life, chairman. Sessions will be held at the Thomas Jefferson Hotel and for the first time will merge into a meeting of home office officials and of southern agency managers.

D. Bobb Slattery, assistant vice-president Penn Mutual Life and president Life Advertisers Association, will speak. The home office officials' meeting will begin the second day of the Round Table discussion and will be directed by John Marshall Holcombe, Jr., manager Life Insurance Sales Research Bureau, and K. R. Miller, consultant.

Managers to Meet

Following the three-day session a two-day meeting of southern life agency managers is arranged for April 30-May 1 with the Life Sales Research Bureau also in charge. Emmett C. Wier, Birmingham agency manager Union Central Life, is in charge of arrangements.

An unusually large number of exhibits has been arranged for the meetings in charge of Emmett Russell, Jr., Life & Casualty of Tennessee, who is secretary of the Round Table.

The complete list of round table speakers, is as follows:

"Our Job, to Help the Agents," D. Bobb Slattery, assistant vice-president, Penn Mutual Life and president of the Life Advertisers Association.

"Trade Paper Advertising," William Murphy, Rough Notes Company.

"All-Year Service to Policyholders," Rex B. Magee, advertising manager, Lamar Life.

"Giving the Agent the Correct View of Our Advertising," John W. Murphy, supervisor ordinary department, Life of Virginia.

"Novelty Advertising," Arthur Tager, president Advertising Corporation of America.

"Sales Campaigns," Karl Ljung, assistant secretary Jefferson Standard Life.

"How a Life Insurance Man Should Improve Himself," R. G. Richards, agency secretary Atlantic Life.

"Dramatizing Our Advertising," Bart Leiper, advertising manager Provident Life & Accident.

"Publications," C. C. Fleming, editor of publications Life of Virginia and vice-president of the Life Advertisers Association.

"Public Relations Activities of Life Insurance Advertising Men," Lorry Jacobs, director of public relations Southland Life.

"Time Control," C. B. McPhail, director of public relations Great American Life.

"Direct Mail Advertising," Sam Hay, Jr., agency secretary Great Southern Life.

"Our Exhibits," Emmett Russell, Jr., ordinary underwriter, Life & Casualty of Tennessee.

Company Wins Disability Point

LINCOLN, NEB., April 23.—The Nebraska supreme court has upheld the legal right of the Penn Mutual Life to maintain an action to cancel a total disability clause in a \$10,000 life policy issued to Earl E. Lindquist, Omaha banker, on the ground that he had made false statements about material matters relating to medical treatment, and that the company is not estopped from bringing the suit by the fact that the agent who wrote the policy may have known the facts. It also holds that the incontestability clause of a life policy is not a part of a disability rider attached.

Shirley Temple's Big Line Placed by Victor Petric

So many agents have announced that they wrote life insurance on Shirley Temple that it has appeared her insurance was placed haphazard. However, Victor F. Petric of Los Angeles, head of the firm bearing his name, which gives a highly specialized life insurance, annuity and trust estate service, heretofore has not claimed the credit for having originated the large lines of business life insurance placed on the movie child's life.

"Naturally," Mr. Petric writes, "a number of companies handled the insurance and a number of agents ultimately had a part in obtaining some of the insurance. The fact may be of interest that practically all of the insurance now carried on Shirley's life is business insurance carried by doll manufacturers, dress manufacturers and the Twentieth Century Fox Film Corporation who produce her pictures. The parents have practically none, although there is a contract provision in some of the policies which I arranged providing that the Temple family can take over portions of the contracts at the end of five years by the payment of the reserve to the present owners of the policies."

Examination "On the Lot"

"The matter originated in New York and it required a considerable amount of time to arrange for examinations, consent of publicity departments and attorneys, and the studio, and to complete the matters between pictures and at other unusual times. The original examinations were made by two doctors at the Twentieth Century-Fox studio on a late afternoon in May, 1935, after Shirley had taken part in the picture 'Curly Top'."

"We all met at her little bungalow which is next to that of the late Will Rogers on the Fox lot, and while her mother answered questions Shirley played with the miniature piano and toys at the bungalow. She readily consented to all parts of the examination but cried in true childlike fashion when the doctors attempted to take a blood pressure reading."

"This was the largest amount of insurance ever issued to a child, and a very large part of it was written on the ordinary life plan, which is also unusual."

General Agents for Central Life

Six general agency appointments have been made by Central Life of Iowa. H. C. Straus, who for three years has been in the real estate division of Willoughby & Co., Chicago, has been named general agent in that city with headquarters at 1212 Lake Shore Drive. It will be Mr. Straus' first experience in the insurance business. The Central Life has named other general agents as follows: L. A. Cronin, Galesburg, Ill.; Walter Cleary, Marinette, Wis.; J. H. Fleener, Oshkosh, Ia.; E. A. Healy, Rhinelander, Wis., and C. B. Herndon, Macomb, Ill.

Jesse R. Clark, Jr., chairman executive committee and former president Union Central Life, is ill at his home in Cincinnati with a serious attack of influenza.

New U. S. Decision Handed Down on Policy Exemption

PROCEEDS PAID FROM TRUST

Disposition of Higher Courts Is to Give Weight to Source of Premium Payments

NEW YORK, April 23.—The disposition of the higher courts to give weight to the source of premium payments in determining federal estate tax liability, shown in the recent Walker case in the U. S. circuit court of appeals, is further evidenced by another case in another federal appeals court.

The later case, that of Commissioner of Internal Revenue Helvering vs. Reybinder, holds that only so much of the policy proceeds need be included in the gross estate as are proportional to the amount of premiums paid by the assured to the total premiums paid. In this case the premiums were paid by an irrevocable trust, whereas in the Walker case, the issue involved the right of changing the beneficiary, the insured having waived the right during the continuance of the trusteeship but he had the right to remove the trustees.

Former Case More Significant

The court held that regulation 70 of the bureau of internal revenue covered this point, despite the fact that a later set of regulations does not permit exclusion from the gross estate of an amount of proceeds proportional to the premiums paid by someone other than the insured.

Life company tax experts, however, feel that the Walker case resulted in a more significant ruling on this point, as the court definitely attacked the interpretation in article 25, regulation 80 (the present interpretations) and went into considerable detail to point out the reasoning it had used in going back to article 25 of the earlier regulations as being more consonant with the law.

Would Increase Market

A final decision favorable to the insurance contention on this point would greatly increase the market for life insurance for tax purposes, as many prospective buyers draw back when they realize that giving up all incidents of ownership means literally that. The Walker decision and the Reybinder decision would mean that on new issues the tax saving would be as great as if the insured divested himself of ownership, with almost as great a saving on fairly recent issues.

Bankers Life Conference

KANSAS CITY, April 23.—W. W. Jaeger, vice-president Bankers Life of Des Moines; E. McConney, vice-president and actuary, and W. S. Winterble, superintendent of agents, conducted a two-day sales meeting of agents from Iowa, Nebraska, Kansas, Colorado and Missouri here. Reid G. Hake, general agent here, was the host.

Read "Why Not Try It" by Thierbach. \$2. Order from National Underwriter.

INTERESTING ANALYSIS IS MADE

KANSAS CITY, April 23.—Walter Cluff, educational director of the Kansas City Life, has prepared an interesting analysis of 177 new agents hired by the company in the first quarter.

The new men were general insurance agents, salesmen, bankers, merchants, real estate agents and school teachers. Of the 177, 71 were enrolled in the beginner's course, and 106 were not. The 71 produced \$343,790 of business; the 106, \$332,045. The average production for those enrolled was \$4,870; for those not, \$3,132.

Of those enrolled in the course, 37

have not yet produced business. In this group are a number of young men, some of whom are students who expect to write business during the vacation. Of those not enrolled in the course, 56 have not yet produced business. In this group are the "so-called" experienced insurance men, and some part time country bankers who are expected to write business immediately on signing contracts.

The average production of those taking the correspondence who did produce business was \$10,170, and of those not enrolled who paid for business, \$6,640.

Machinery of Security Act Is Criticized by M. A. Linton

RESERVE FUND FACES PERILS

Provident Mutual Life President Praises Purposes of Plan but Warns of Political Complications

While praising in principle the purposes behind the government's old age security plan, M. A. Linton, president Provident Mutual Life, questioned the actual machinery of the act in an address before the Life Office Management Association in New York. Mr. Linton was one of a committee of actuaries consulted by the government prior to framing the legislation.

Pointing out that a tax on employers and employees will be expected eventually to build a reserve fund of 47 billions, Mr. Linton called attention to the danger of placing so large a sum in the hands of future politically-minded congresses.

Plan of Handling Reserve

"The act specifies that the reserve is to be invested in direct obligations of the United States, or obligations guaranteed by the United States," Mr. Linton said. "If the outstanding debt is to be reduced or retired how is a reserve fund of 47 billions to be created through the investment of old age payroll taxes in federal obligations?"

If all government obligations were bought in this way by the pension reserve fund, according to Mr. Linton, there would be no necessity of ever retiring them. This would mean that general taxation need not make any provisions for repayment of the principal of the national debt. Instead it would be bought up from funds contributed in large measure by taxes on lower paid workers' income.

He further pointed out the anticipated increase in tax rate from 2 percent to 6 percent in 12 years is not likely to be popular with wage earners, since the 2 percent rate will produce receipts in excess of benefits and expenses until 1951.

"Furthermore, if the excess tax receipts prior to 1951 should be invested at 3 percent interest, the fund thus created would reach six billions before the mounting benefit payments would necessitate drawing upon it," Mr. Linton said. "If the principal of the reserve fund should then be used to supplement the two percent tax receipts, all benefits could be paid until 1963 before it would be necessary to seek more revenue. Under conditions such as these it is likely that the tax rate will be tripled by 1949 as provided by the law."

Mr. Linton urged that consideration be given to using available funds to cancel and retire the debt rather than to perpetuate it in a vast reserve approaching 50 billion dollars.

Advertising Meeting Planned

A program of unusual interest is being prepared for the annual spring meeting of the Insurance Advertising Conference, May 22-23, at Carvel Hall, Annapolis, Md. One innovation will be a night meeting Friday, when it is planned to have a nationally known Washington correspondent as the speaker. The Saturday morning session will be devoted to several subjects of outstanding interest to insurance advertising men, with prominent authorities scheduled to appear. The committee in charge of arrangements is composed of D. C. Gibson, Maryland Casualty, and W. L. Lewis, of the Agricultural of Watertown.

The executive committee's deliberations were presided over by Clarence Palmer of the North America, president of the I. A. C.

S. F. Withe, Aetna Casualty, presented to the executive committee a complete summary of the activities of the I.A.C. on the general committee for Accident & Health Week.

RECORDS

Connecticut Mutual Life—Reports material improvement in terminations of existing insurance for the first three months. Its relation of actual to expected terminations shows a decrease of 15.3 percent from last year. The actual decrease in terminations of all types for the three months was \$3,335,339. The gain in insurance in force is \$6,121,170 for the first quarter.

Church Life, New York City—New insurance written in March shows 34 percent increase. New insurance this quarter was 7.6 percent better. Annuity contracts issued in the first three months of this year were more than double in amount those issued in the first quarter of 1935; the increase in March alone was 76½ percent.

Provident Life & Accident—Shows new all-time high production record for any first quarter. All departments—life, accident, group and railroad—surpassed their totals for the first quarter of last year. The group department showed the greatest gain with a 26 percent increase over the first quarter in 1935. The life department showed a 19 percent premium increase, while lapses were reduced more than 14 percent. The railroad department showed a 14 percent gain and the commercial accident department a gain of more than 7 percent.

All departments joined in celebrating March as Birthday Month for three Provident leaders—President R. J. Maclellan, Vice-President and Secretary W. C. Carlinhour and Vice-President H. C. Conley, whose birthday anniversaries came last month.

R. L. Hoghe, Los Angeles, Equitable Life of Iowa—First quarter increase 53 percent in volume of paid premiums. Agency stands seventh for year to date in volume of paid new business.

W. T. Shepard, Los Angeles, Lincoln National Life—Won second place for March on company's roll of honor, based on volume of new paid business.

W. G. Gastil, Los Angeles, Connecticut General Life—Gained 22½ percent in volume new paid business for first quarter.

Mrs. Josephine Shuff of the George R. Schulte agency of the United Mutual Life in South Bend, Ind., wrote 82 applications last month, and the average premium per \$1,000 was \$51.87.

W. A. Alexander & Co., Chicago, general agent Penn Mutual—Has qualified two agents to date in 1936 as presidents of leaders club in central zone for greatest volume of monthly paid business. J. L. Rach wins honor in March.

Broadbuss Appoints Two Men on Guardian Life's Staff

Two men have been appointed on the staff by L. S. Broadbuss, newly appointed manager of a second Guardian Life agency in Chicago. Otto E. Sieg becomes brokerage supervisor, and Harold F. Daniels is agency supervisor. The agency will hold open house May 1 in the modern, well equipped quarters being prepared in Suite 811 Field Building.

Mr. Sieg is well known among Chicago life men, having been for 10 years agency and brokerage manager of the New England Mutual there, and for the last year manager for the General American Life in Chicago. Mr. Daniels was supervisor for Mr. Broadbuss with the Acacia Mutual in that city, in charge of recruiting and training agents, which functions he will continue.

The Broadbuss office will have complete equipment to do a full line of brokerage business. Mr. Broadbuss is starting with a clean setup to build an adequate full-time agency organization.

V. J. Skutt, vice-president and general counsel United Benefit Life of Omaha, has been receiving the congratulations of insurance friends and associates over the birth of a daughter last week. Two boys preceded the arrival of the daughter.

Outlines Schedule of Events for the Boston Convention

MAY OPEN TUESDAY EVENING

Chester O. Fischer Reports the Framework of the Big Life Underwriters Rally Sept. 21-25

The tentative schedule of events for the Boston convention of the National Association of Life Underwriters Sept. 21-25 has been released by C. O. Fischer of St. Louis, chairman of the program committee. If the speakers that are being sought accept the convention proper will open Tuesday evening Sept. 22 instead of Wednesday morning, as in the past. Except for that proposed departure, the schedule will follow the model of the Des Moines meeting last year.

The national council will hold forth Monday morning and afternoon with a buffet meal at noon. That evening there will be a conference of local association officers.

Breakfast of Millionaires

The million dollar round table will start its conference with a breakfast Tuesday morning and remain in session throughout most of the day. The general agents and managers will hold morning and afternoon sessions Tuesday with a buffet luncheon between. There will be a luncheon to the press that day and the women underwriters will hold forth throughout the day.

Wednesday morning the second regular convention session is scheduled. At noon the supervisors will have a luncheon session. That afternoon the main convention will be broken down into three or four seminars. At 4:30 p. m. the national council will meet to elect new officers and trustees and decide on the convention city for 1937. The C. L. U. national chapter meeting and dinner will be held that evening and the reception and dance in honor of President L. O. Schriver and Mrs. Schriver will follow.

Thursday morning the next general convention session is scheduled. The afternoon and evening are left open for entertainment under the auspices of the Boston association.

The final convention session will be Friday morning.

Illinois Assessment Business

The Illinois department has issued a statement on the assessment life associations operating and licensed in the state. The Illinois companies wrote in new business in the state last year \$16,422,294 and had in force \$31,962,013. The Bankers Mutual of Freeport led the companies operating under the 1893 act with new business \$1,848,500 and \$9,569,600 in force.

Illinois companies under the 1927 act wrote in new business in Illinois \$13,251,697 and had in force \$15,129,928. The leaders are the American Life of Ottawa with \$2,817,231 new business, the Pilgrim National of Chicago with \$1,450,761, the Protective Mutual of Chicago with \$1,396,844, the Rural Bankers of Chicago with \$2,157,500, the Union Life of Chicago with \$2,931,600 and the Unity Mutual Life of Chicago with \$1,258,912.

There are two outside assessment companies writing business in Illinois and their combined new writings were \$264,750.

Isaac Kinsey, Jr., of Toledo, one of the Connecticut Mutual Life's leading producers died Apr. 10. He joined the company in 1933 and last year led all second year men in the company in paid first premiums. At the time of his death he was the sixth ranking producer.

The Credit Life, Springfield, O., and the Reliance Mutual Life, Chicago, have been licensed in Indiana.



Not even a mother's love can take the place of money every month

MONEY CAN'T BUY the care and devotion a mother gives her children. But no mother can conjure up, out of her heart, other things that children need... food, clothing, shelter, school-books. She has to have money... and she has to have it every month through all those important years while her children are growing up.

YOU CAN LEAVE your family a new income of \$100 EVERY MONTH if you're earning \$45 a week or more

Send the coupon today! It will bring you the booklet by mail, without obligation.

This new plan is sponsored by The Union Central Life, a 69-year-old institution offering all approved plans of life insurance and with over a billion dollars in force. There's a remarkably interesting booklet on the Multiple Protection Plan that you ought to see. It shows clearly how much more you can get for your money. It shows how you can provide money for your family—month after month, instead of in a lump sum. Send the coupon today! It will bring you the booklet by mail, without obligation.

MOTHER LOVE, SO PERFECTLY exemplified in this powerful picture, is beyond price. But no mother can conjure up, out of her heart, other things children need . . . she must have money every month till her youngsters are grown.

Thus Union Central's page ad in April issues of *The Saturday Evening Post* and *Time* . . . forcefully raising the question that has to be present in fathers' minds before they'll buy life insurance: "What would happen to my family, IF . . ."

And just as forcefully the ad presents an answer—*Multiple Protection*, a unique plan by which even fathers on very moderate salaries can afford to leave their families money every month for 20 years.

That this advertising works is amply proved by the results. 46% of Union Central's life insurance sales is in this remarkably salable Multiple Protection Plan.

The
UNION CENTRAL
Life Insurance Company

CINCINNATI

Taking a Glimpse Inward

Improvement Should Be Made in Selling Methods and Secure More Desirable Selection

This is the third of a series of intimate talks that are put in writing by Otto Garr Tague of THE NATIONAL UNDERWRITER's editorial staff. Insurance executives have trying problems these days. They are beset with many difficulties. Mr. Tague has endeavored to discuss with them the issues that concern them and get their honest suggestions as to what might be done.

Introspection!... A most useful quality of the human mind that is frequently neglected when all is going smoothly. One that is most likely to be called into action when success is not so easy of achievement—when accepted and accustomed plans no longer produce their usual results.

In my "executive sessions" with the heads of life companies in the last few months I have noted a decided tendency among them to begin to look for things within their organizations that may be slowing down results or that may be readjusted so as to produce better and more profitable results.

Competition for the Dollars

Many causes are contributing to this action. Prominent among them is the realization that increasing competition of other lines of business for the dollars that American men and women have to spend forces them to seek for improved selling methods and better agency forces that will enable companies to meet this competition more successfully. For certain it is that in automobiles, radios, household appliances, clothing and other lines of merchandise are to be found most formidable competitors for the dollars of our people.

Most executives with whom I have talked on the subject are frank to admit the difficulties they face in evolving plans to meet this competition. Quality of merchandise has been greatly improved, while prices have declined, so that today a dollar will buy much more of service than ever before.

Life Insurance Prices Advance

Unlike these lines, however, life insurance remains today just about what it has been for the last decade or more. In fact the average price of life insurance, per dollar of service bought, has been considerably advanced and, unless all signs fail, it will be subject to sharp advances in the near future.

Realizing these facts, executives have, in many cases, turned their attention to conditions within their companies for methods that may be developed to meet this increasingly sharp, successful competition for the dollars of the American people. Immediately two principal suggestions present themselves. The first is the improvement of the man power on which they depend for sales; the second, improvement of the quality of sales. Both are closely related.

Improvement Must Be Made

It is quite evident that the time is fast approaching, if, indeed, it is not at hand, when very material improvement in the quality of selling methods and man power must be made if life insurance is to hold its own. The too common practice of handing every Tom, Dick and Harry who can be dragged on a rate book and expecting him to go out and meet the competition of the automobile for the dollars of his prospects will no longer produce either the required volume nor the improved quality of sales that will result in the increased longevity of contracts that is beginning to be accepted as highly necessary to profitable business.

Perhaps no conference I have had has so clearly set forth these matters as that which I recently enjoyed with a

vice-president of one of the best managed companies, an executive who has devoted a good many months to this introspection and has formulated some very sound theories that he is going about putting into practice. He is the type of executive to any of whose conclusions I would give respectful consideration.

Program of the Manufacturer

"When an experienced and successful manufacturer finds competition beginning to cut into his volume of sales," said he, "what is the first thing he does? Doesn't he immediately come to the realization that he must do a better job of selling? Won't he, therefore, seek to improve the quality of his selling man power and start to train his salesmen so that they will present his wares to prospective buyers in a more convincing way?"

"Doubtless, in the second place, he will seek to improve his product so as to make a stronger appeal to his market. Then he will, as a third step, eliminate from the selling price every penny of cost that he can trim so as to provide as much service as possible per dollar of cost.

"It is my judgment that life insurance will never hold its own in the present highly competitive effort to capture the dollars of our people unless and until it takes a page out of the experience of successful organizations in other lines of business—maybe several pages.

Rules Firmly Established

"Unfortunately, we in the life insurance business can do little to improve our product. The rules that govern the manufacture of the raw material—dollars—into the finished product of life insurance are just about as firmly established as the laws of the Medes and Persians. Only within very narrow limits is it possible for any legal reserve company to offer policies that differ essentially from those we have been offering from the last 10 to 15 years. Our engines have the same number of cylinders and horsepower as those of the models of 1925. So with our body designs, transmissions and differentials. They are the same old, reliable parts—built for service, rather than speed. Maybe we have dressed the product up a little with a new shade of color, here and there. But, on the whole, a dollar will buy just about the same amount of life insurance service that it has bought for a good many years—in some instances, even less.

Improving Selling Methods

"Realizing that neither improvement of product nor lowering of price is practicable, our company has turned to what we believe to be the most feasible avenues of improvement available. We are going to improve our selling methods, including the caliber of our agency force, and we are going to seek for other methods of improvement from sources within the business.

"We believe that improvement of the first will materially assist in accomplishing the second objective that we particularly have in mind. They are closely related to each other. Better selling methods and a higher level of agency representation will result in our policies being better sold and in better selection of risks presented for acceptance. More thorough selling of policies and a better selection of risks will, we believe, inevitably result in a material decrease in mortality and surrenders and a consequent increase in the average longevity of our contracts. This will permit the amortizing of our selling costs over a longer period of time with all the savings that are im-

Ryan Predicts Gradual Increase in Rent Return

Life insurance companies are interested in any indication that seems to show what will be the returns on buildings because of their heavy investments in mortgages. C. J. Ryan, vice-president of the Investors Syndicate of Minneapolis, predicts that rents will be back at their 1929 levels in 18 months, if the present rate of monthly increase in rents paid by wage earners is maintained. He finds that rents today are rising nearly one-quarter of 1 percent a month more rapidly than they did in the post war era in 1922-1924. Residential rents in 173 American cities, the population of which is one-third of the country, now are advancing 1.35 times as fast monthly as they fell monthly between 1929 and 1934.

Ordinary Life Sales Are Down; Trend Is Improved

Ordinary life sales in March showed a decline of 4 percent according to the Sales Research Bureau, which is an improvement over February when sales were off 14 percent. For the year ending March 31, sales were 7 percent off, for the first quarter 15 percent. The mountain district's sales increased 12 percent in March, the Pacific remained even, the west south central and south Atlantic states showed a 2 percent decrease, the middle Atlantic was off 3 percent, the west north central 4 percent, east south central 8 percent and New England 10 percent. Cleveland sales increased 15 percent in March and Detroit was ahead 3 percent, while Los Angeles was off 4 percent, New York 5, St. Louis 7, Boston 8, Philadelphia 9 and Chicago 11.

Big Class in Minnesota

Thirty Minnesota life men will take the C. L. U. examination at the University of Minnesota June 18-20. This will be the largest class ever assembled for the test in that state.

At a dinner meeting of the Twin Cities C. L. U. chapter, at Minneapolis, plans were discussed for the examination. A. F. Breher, St. Paul, president of the chapter, presided.

plied by such a result. In other words, we are from now on going to seek better business through better methods that, dollar for dollar involved, will just naturally bring us better profits.

"One of the important considerations that has led us to the adoption of this course is the fact that, compared with England, for instance, American life insurance has been overlooking, in its rush to build volume, a real improvement that would provide the answers to many of our problems. To my way of thinking an average life of policy contracts of only seven years clearly indicates that something is radically wrong with something. In England the average longevity of all life policies is 15 years. Think what that means to English companies in that one item alone—the ability to amortize selling costs over a period of more than twice that of American companies. Why, if we could spread our selling costs over any such average period it would enable us to take up the slack that now prevails in our interest earnings.

"We are, therefore, going to seek whatever degree of improvement we can attain by the methods I have outlined. We are prepared to accept a material decrease in volume in the belief that if our business is more carefully selected and more thoroughly sold it will be more profitable."

To increase sales efficiency write for "Buying Time." It's free. Diamond Life Bulletins, 420 E. 4th St., Cincinnati.

Reports Increased Use of Persistency Rating Chart

BOOKLET SHOWS EXPERIENCE

Sales Research Bureau States That Poor Business Cannot Be Eliminated Too Drastically

Increased use by life companies of a persistency rating chart, whereby the quality of new business can be forecast in much the same way that business is underwritten for mortality, is indicated in a booklet entitled "Conservation at the Source," published by the Sales Research Bureau. It bears the same title as one published late in 1934. Whereas the early edition outlined the purposes of the chart, the present publication reports on the actual experience of a number of companies.

Chart Is Explained

The persistency rating chart, it is explained, takes into account principal factors which have the greatest influence on persistency and then assigns to each a certain weighted value, which, when considered in conjunction with other factors, gives an indication of the probable persistency of the policy.

The five factors considered are: occupation, age and income of applicant; amount of insurance applied for and mode of premium payment. In addition to rating these, credits are given for income settlement arrangements, cash with application, or if the applicant has previous insurance in force. Likewise the case is debited for note settlements, term insurance for other than business protection, previous policies lapsed or surrendered or if the policy is to replace insurance in the same or another company.

Quality Is Emphasized

The Research Bureau points out that the agency officer is, in the final analysis, not so much interested in forecasting persistency as in directing attention of manager and agent to factors known to influence quality. To do this a measuring stick of some accuracy is required; hence, the comparison of actual to expected persistency. In the home office the function of forecasting is regarded as important because it is possible to tell in advance where high lapses are likely to occur and to take corrective measures.

The report concludes that "poor business cannot be eliminated too drastically. The answer is not less poor business but more good business. Generally speaking, more progress has been made by those companies which introduced the rating chart through meetings and agency visits than by those which left the job entirely to correspondence."

Talk on Social Insurance

Insurance librarians, who attend the annual conference of the Special Libraries Association at Montreal, June 16-19, will have an opportunity to learn something more about the subject of social insurance. That will be the subject of an address by C. D. Rutherford, associate actuary of the Sun Life of Canada on the evening of June 17, when the insurance librarians will meet in joint session with the librarians of the civic social group. On June 18 the insurance librarians will be entertained at luncheon by the Sun Life of Canada.

Honor Alabama Manager

At a sales conference and banquet in Birmingham in honor of A. L. Smith, Alabama general agent Jefferson Standard Life, it was announced that his agency produced \$370,000 of new business in March and for the first quarter is 20 percent ahead of 1935. He was honored in observance of his 25 years as head of the agency. Home office officials attending the meetings were J. M. Bryan, vice-president, and E. C. Klingman, superintendent of agencies.

Says Lawyer Should Handle Tax Problems on Estate

SELLING IS ROLE OF AGENT

G. J. Kutcher of Northwestern Mutual Discusses Business Insurance Before New York Managers Group

NEW YORK, April 23.—Estate tax problems should be left up to a lawyer, and the agent should stick to the role of pointing out the need for insurance coverage to meet death duties, George J. Kutcher, general agent in New York City, Northwestern Mutual Life, told members of the Mid-Town Life Managers Association.

By leaving advice up to the lawyer, he doesn't feel he is being slighted. At the same time the agent doesn't have to make himself a tax expert—genuine or half-baked—and can concentrate on selling.

Objections of Prospect

The fact that a prospect can't afford to buy the necessary insurance out of his current income should be no bar to the sale, said Mr. Kutcher, for since the insurance is designed to protect the estate, the money should come out of capital, even if it is necessary to sell securities.

Lawyers make varying requests in handling insurance. Out of a group of 32 estate tax cases, Mr. Kutcher said that in 38 cases the lawyers were satisfied to turn over insurance to the wife by means of assignment, while in 14 cases they insisted on old insurance being given up and new coverage taken out by the beneficiary on an absolute owner form.

In another case the lawyer insisted that existing insurance be put on a paid-up basis and assigned and that additional insurance be bought to make up the difference, with beneficiary paying the premium. Mr. Kutcher urged general agents and managers to make more use of their prestige as agency heads to go out in the field and sell estate tax cases. Their prestige enables them to get in to see big buyers whom they might have difficulty in reaching otherwise.

Government Annuity Sales Are Increasing in Canada

OTTAWA, CAN., April 23.—Sales of Dominion government annuities are now at the rate of about \$20,000,000, according to a statement made in the senate here, a special committee of which is undertaking an inquiry into this branch of government operations. For the ten months ended in January the total was about \$16,000,000, compared with \$13,400,000 in the previous period, \$7,000,000 the year before that, and amounts varying from \$200,000 to \$4,000,000 in earlier years.

Competition of government annuities has been a sore point with life companies in Canada in recent years. For one thing, the mortality table on which the rates are set is claimed to be antiquated and to underestimate the expectancy of life. Second, interest earnings are figured at 4 percent, which for some time has been above the rate paid on other government borrowings. Third, the government pays the overhead expense, which is now about \$200,000 a year.

While the life companies have naturally been averse to calling attention to the low government rates, the situation nevertheless has had some publicity, which no doubt has helped to impress the public with the opportunity of securing a bargain. Some years ago the limit which any one person could buy was reduced from \$5,000 to \$1,200 a year, but each member of a family can purchase one, and sales have grown.

All But Three States Are Covered in Hand-Books

Underwriters hand-books or insurance directories are published covering most of the states by THE NATIONAL UNDERWRITER and other insurance publishing organizations. THE NATIONAL UNDERWRITER publishes books covering the following states:

Alabama, Arkansas, Colorado, Delaware, District of Columbia, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Maryland, Michigan, Minnesota, Missouri, Nebraska, New Mexico, North Dakota, Ohio, Oklahoma, South Dakota, West Virginia, Wisconsin and Wyoming. Several of the smaller states are combined in single volumes. THE NATIONAL UNDERWRITER also publishes a hand-book for Chicago.

The Standard Publishing Company, 141 Milk street, Boston, issues a New England directory, covering Connecticut, Massachusetts, New Hampshire, Rhode Island and Vermont.

The Insurance Field, 322 West Liberty street, Louisville, Ky., publishes hand-books covering Kentucky, New Jersey, New York, North Carolina, South Carolina, Tennessee, Texas and Virginia.

The Underwriters Report, 550 Sacramento street, San Francisco, publishes a California book in two volumes covering the northern and southern sections of the state, as well as books covering Idaho, Montana, Utah and Washington.

The American Insurer, 217 Carondelet street, New Orleans, publishes a book for Louisiana and Mississippi.

The United States Review, 136 South Fourth street, Philadelphia, publishes a Pennsylvania directory. There are no books for Arizona, Nevada and Oregon, although the insurance departments of the two latter states issue lists of agents.

THE NATIONAL UNDERWRITER hand-books can be obtained from the hand-book department, 420 East Fourth street, Cincinnati.

Funeral Contracts Barred by Georgia Insurance Laws

Georgia has barred the Clarke & Park Funeral Home at Thomasville from the sale of "funeral service contracts." The concern is enjoined from collecting any more money on contracts already sold and also from the sale of any future contracts.

Acting on the insurance department's contention that the firm was selling nothing more than "contracts for life insurance" and therefore was subject to the insurance laws of Georgia with which they failed to comply, the Thomas county superior court granted the restraining order.

Judge B. C. Gardner gave three Georgia undertakers suspended sentences of 500 days in jail in a contempt rule brought by the insurance commissioner against J. W. Park, J. I. Smith and H. J. Belk, officers of the South Georgia Funeral Homes, Inc., at Cairo. They were alleged to have violated a restraining order passed by Judge Gardner in a suit brought by Commissioner Harrison. Their defense was that they were selling new contracts which were different from the ones enjoined.

The Georgia supreme court has denied a rehearing in the case of the South Georgia Funeral Homes against Commissioner W. B. Harrison. The supreme court ruled that the funeral homes, in writing burial certificates, come under the supervision of the state insurance department as insurance companies and are required to post large bonds and pay licenses that are required of insurance companies.

LAW PLANNED IN MISSISSIPPI

"More solvent protection" for the 500,000 or more members of burial associations in Mississippi is the purpose of a law being drafted by John Sharp

Williams, III, state insurance commissioner, for submission to the legislature now in session.

The bill provides for uniform policies and rates for all burial associations domiciled in Mississippi, and has the approval of representative officers of the associations who conferred with Mr. Williams last week.

Since one-fourth of the state's population is represented in the burial association memberships, this legislation is of great importance, Mr. Williams says.

Dorsey and Associates Are to Get New Trial in Illinois

M. J. Dorsey, former president of the Security Life of Chicago and chairman of the Northern States Life of Hammond, Ind., and two others convicted on a conspiracy charge several years ago in connection with manipulation of mortgages, were granted a new trial by the Illinois supreme court. Dorsey and Edwin Hult had been sentenced to one to five years in prison and C. E. Johnson fined \$1,000 and sentenced to a year in county jail. H. W. Huttig, who was fined \$2,000 and sentenced to four months in jail, died several months ago. Johnson was vice-president of the Security, Hult was head of the Hammond

Realty Company, and Huttig, a Muscatine, Ia., manufacturer, owned land near Waukegan, Ill., known as the Manufacturers Terminal Corporation, on which a \$1,700,000 mortgage alleged to have been worth a great deal less, was made and put into the Security and Northern States portfolios.

The Illinois supreme court in remanding the case for trial held the defendants had not been granted their right to have the jury instructed as to issues to which the prosecution was limited. Appeal was taken on a writ of error, constitutionality of the law which permits judges to select jury commissioners also being challenged. In the trial it was shown that a much inflated value was given to the land, the conspirators then dumping the mortgage into the life companies, taking in exchange good securities.

Dorsey and his associates at one time had a dream of building a billion dollar life insurance fleet, all of their manipulations being pointed toward gaining control of the Missouri State Life. The bottom fell out, however, and the Security Life and Northern States became involved. The Security, a fine old company, was taken over by the Central Life of Illinois.

Settlement Options Slide Rule, \$1.50. Diamond Life Bulletins, 420 E. 4th St., Cincinnati.

Are You Interested In:

• Liberal Policy Forms?

Guarantee Mutual policies are unrestricted, except to conform to Insurance laws and rulings.

• Low Participating Rates?

Less than a half dozen American companies are as low. Check your compendiums.

• A True Dividend Schedule?

As nearly true and equitable as is possible to create. Has not been reduced since adoption four years ago.

• Low Net Cost?

Few American companies can equal the low net cost of Guarantee Mutual policies.

If we have ALL of the above features to offer, PLUS a place to use YOU—if you are above average and there is a reason for you to be interested in a liberal General Agents contract—tell us your complete story.



Direct your letter to
A. B. OLSON, Manager of Agencies

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Gentlemen:
Here's my dollar! Send the next 6
issues according to your special offer.

NAME

COMPANY

POSITION

ADDRESS
(Remittances must accompany this
order)

OHIO LIFE BUSINESS LAST YEAR

Ohio companies wrote in new ordinary in Ohio last year \$59,144,782 and had in force \$535,761,064. Other state companies wrote in new business \$425,439,571 and had in force \$3,746,486,863. Canadian companies operating in Ohio wrote in new business \$10,846,562 and had in force \$135,845,975.

The Ohio companies wrote in new industrial business \$64,373,480 and had in force \$224,298,256. The outside companies wrote in industrial business \$243,646,018 and had in force \$966,124,153. Ohio companies wrote in group business \$4,287,628 and had in force \$2,761,610. The outside companies wrote in group \$261,205,227 and had in force \$771,596,918.

There is one assessment company in Ohio, The Pure Protection Life of Cleveland. It wrote in new business \$929,920 and has in force \$9,596,922.

Taking the ordinary, industrial and group, the total Ohio new business last year was \$1,069,873,188 and there is in force \$6,391,471,761.

The companies writing more than \$1,000,000 in Ohio last year are as follows:

Ohio Companies		
	New Business	In Force
Central, Columbus	\$1,116,405	\$1,004,041
Columbia, O.	1,433,000	16,748,295
Columbus Mutual	6,591,872	75,320,766
Midland Mut.	7,152,925	81,921,027
Ohio Nat.	4,378,005	39,412,168
Ohio State	5,300,982	48,819,035
Union Central	11,232,802	136,582,892
Western & Southern	20,095,586	123,388,285

Other State Companies		
	New Business	In Force
Acacia Mut.	\$4,860,729	\$42,451,157
Aetna Life	8,108,593	87,939,306
American Central	1,088,095	8,512,537
Bankers Life, Ia.	3,657,772	45,181,261
Bankers Nat.	1,917,149	21,856,663
Business Men's As.	1,138,681	7,780,653
Central Life, Ia.	1,290,922	8,006,502
Commonwealth, Ky.	2,021,918	3,566,544
Conn. Gen.	6,296,535	60,238,225
Conn. Mut.	8,339,136	64,528,676
Conservative, W. Va.	1,600,334	7,112,688

Unemployment Compensation Laws Now Are Operating

WASHINGTON, April 23.—Checks totaling \$105,357 to cover costs of administering the California and Alabama state unemployment compensation laws for the quarter beginning April 1 and ending June 30, 1936, have been sent to these states, the Social Security Board announces. California, whose law will provide unemployment compensation benefits for approximately 1,587,400 workers receives \$82,355 and Alabama whose law takes under its jurisdiction approximately 256,000 workers receives \$23,002. This brings to a total of over 6,000,000 the number of those at present employed who are scheduled to have unemployment compensation benefits should they be thrown out of employment two years hence.

The Social Security Board has approved the unemployment compensation laws of Massachusetts, New Hampshire, New York, California, Oregon, Alabama, Washington, Wisconsin, and the District of Columbia. As a result of this approval the board will make quarterly grants to these states for the cost of administering their laws. Furthermore, employers of eight or more in these states will be able to credit against their federal payroll tax, to the extent of 90 percent of that tax, their contributions to the unemployment compensation funds in their respective states.

Pooled Fund Feature

The unemployment compensation laws of eight other states contain the pooled-fund feature recently upheld as constitutional in the New York state law by the court of appeals, the highest court in the state. This is shown in a summary chart of the 12 existing state unemployment compensation laws issued by the Social Security Board. The validity of the employer's reserve account system, contained in three other

	New Business	In Force
Continental Amer.	2,876,728	21,087,175
Equitable, N. Y.	16,045,822	193,053,899
Equitable, D. C.	2,201,012	8,844,716
Equitable, Ia.	5,913,288	72,075,007
Farmers & Traders	1,023,615	5,898,266
Fidelity Mut.	1,260,349	15,221,084
Guarantee Mut.	1,405,779	9,320,566
Guardian Life	1,906,771	19,336,008
Ill. Bankers	3,868,222	3,012,318
Indianapolis Life	1,732,687	6,889,557
John Hancock Mut.	15,597,037	124,689,384
Life of Va.	4,244,513	10,532,499
Lincoln Nat.	8,420,412	29,215,212
Mass. Mut.	12,598,507	126,029,087
Metropolitan	72,799,968	534,210,518
Monumental, Md.	2,312,500	9,477,141
Mutual Ben.	11,861,640	172,902,872
Mutual Life, N. Y.	14,894,027	182,922,537
Mutual Trust	1,363,691	4,997,180
National Life, Vt.	3,631,117	60,955,755
Nat. Life & Accel.	6,154,543	12,326,350
New England Mut.	9,836,695	73,393,666
New York Life	19,780,182	302,164,496
North American, Ill.	1,095,653	10,182,698
N. W. Mut.	18,964,517	270,509,505
N. W. Nat.	2,873,151	13,478,496
Pac. Mut.	4,119,990	43,128,417
Penn. Mut.	7,136,434	88,354,027
Phoenix Mut.	3,869,335	26,737,230
Provident Mut.	5,037,425	57,554,140
Prudential	79,107,201	471,050,925
Reliance Life	3,936,542	29,288,877
State Life	1,158,761	14,897,813
State Mut.	4,744,582	58,778,005
Travelers	9,945,552	139,372,690
United Mut.	1,563,221	3,345,285
Canada Life	1,956,298	42,465,233
Sun Life, Can.	8,280,111	87,029,241

Industrial and Group Writings

The Western & Southern wrote in industrial \$59,485,560 and the Cincinnati Mutual, \$4,887,920. Of the outside companies the Metropolitan led with \$72,241,815 industrial, the Prudential, \$70,280,476. There was a long break then to the John Hancock, which had \$17,319,470, followed by the Monumental Life of Baltimore which had \$14,751,764.

Of the Ohio companies, the Credit Life wrote in group \$4,040,378. The Metropolitan led in group business with \$112,551,946. The Prudential came next with \$40,298,817, the Equitable had \$36,498,444, the Travelers \$28,872,214 and the Aetna Life \$27,727,747.

state laws, has not been challenged.

The nine states which provide for the pooled-type of fund, some with variations of merit rating are Alabama, California, Massachusetts, Mississippi, New Hampshire, New York, Oregon, Washington and the District of Columbia. Wisconsin and Utah have laws calling for strictly individual employer-reserve accounts while Indiana provides for a combination of the two types of funds.

Los Angeles Agency Expands

Due to steady growth of business, the Harold G. Saul agency at Los Angeles of the ordinary department of the John Hancock Mutual Life has moved its headquarters from the third floor of Associated Realty building, 510 West Sixth street, to the seventh floor of the same building, where new and greatly enlarged quarters are now occupied. The total amount of paid business for 1935 was practically double the volume for the previous year.

METHODS USED BY THE JAPANESE

NEW YORK, April 23.—Present unsettled conditions in Japan recall the withdrawal some years ago of leading American companies from that country. The sum and substance of the situation was that Japan didn't want powerful foreign competition for its struggling domestic companies. There was nothing crude or swashbuckling about the methods of motivating the American companies in the direction of pulling up stakes, however.

Much Suavity Was Indulged In

Requirements were made more onerous, but gradually. With each imposition of a new regulation the most elegantly worded and apparently sincere regrets would emanate from official sources. The same courtliness of pro-

Tentative Program Given for Pennsylvania Meeting

INSURANCE DAYS JUNE 4-6

Commissioner Hunt Luncheon Chairman; Stevenson Heads General Committee in Charge

PHILADELPHIA, April 23.—Tentative program for the 1936 Pennsylvania Insurance Days, to be held at the Bellevue-Stratford Hotel here June 4-6, sponsored by the Insurance Federation of Pennsylvania, is announced.

The sessions will get under way Thursday, June 4, with J. A. Stevenson, home office general agent Penn Mutual, as general chairman and Commissioner Hunt of Pennsylvania as luncheon chairman. The Accident & Health Club of Philadelphia is sponsoring a commercial accident and health program at the luncheon. There will be a federation half hour and smoker at night with program by the Philadelphia Accident & Health Alliance and 15 vaudeville acts.

Ordinary-Industrial Meet

An ordinary-industrial life conference will start at 10 a. m., June 5, with W. J. Bradley, publicity manager Home Life of Philadelphia as director. The luncheon will be sponsored by the Philadelphia Health & Accident Alliance, the program being directed by J. L. Cornog, president Philanthropic Mutual Life, and dealing with accident and health insurance. The life insurance conference will continue in the afternoon, being devoted to ordinary under direction of Clifton Maloney, president Philadelphia Life.

Speakers at Dinner

Mr. Stevenson will be general chairman of the dinner-dance in the evening, the toastmaster being former Governor J. S. Fisher of Pennsylvania, who is president of the Pennsylvania Federation. Merle Thorpe, editor "Nation's Business," will talk on "How's Business?" and Justice W. I. Schaffer of the Pennsylvania supreme court will give an address.

A golf tournament and sight-seeing trip will occur June 6. There is a program for women, including visit to the art museum and planetarium of Franklin Institute Thursday afternoon, theater party at night and a motor trip to Valley Forge, historic Paoli, the Brandywine and the Longwood Gardens Friday.

Returns From Home Office Trip

E. C. Wills, supervisor at Los Angeles for Ohio National Life, covering California, Utah, Arizona and Nevada, returned from a visit to the home office at Cincinnati where plans for the development of the southwestern field were discussed.

Read the Accident & Health Review, sample copy 10c. A1946 Insurance Exchange, Chicago.

cedure was observed by representatives of the American companies, although nobody was taken in by the suavities of Oriental diplomacy.

More regulations were added. Also there were more apologies for the trouble caused—but the regulations remained and after a while it became apparent that the Japanese were determined to make things very burdensome for competitors from foreign countries. It was still possible to do business. A number of foreign life companies still do business there. But American companies saw little use in bucking hostile regulations, however they might be sugar-coated, and decided to do business where the prospect's sales resistance wasn't complicated by official stumbling-blocks.

Given Meeting

JUNE 4-6

Leon Chair- General

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Ohio Questions Answered by Diamond Life Bulletins

AGENTS MUST PASS EXAMS

Famous Authority on Life Insurance Offers Help on 200 Points Covered

After June 30, every new applicant in Ohio for a life insurance agent's license will be required to answer 20 to 30 questions selected from a list of 208 which have been prepared by the Ohio division of insurance.

Applicants who have not previously been licensed must file a "statement of appointee" under oath accompanied by written notice by a life insurance company authorized to transact business in the state, of its appointment of such person to act as its agent, and a certificate showing investigation of the character and record of the potential agent.

Following this, the superintendent of insurance will set a date when the appointee may execute an application for a license and answer questions asked by the superintendent. Examinations will be held at 14 different examination centers.

If the applicant has previously been licensed he need merely file the "statement of appointee." If the license requested is a renewal of a license in force on June 30 of the current year, only the written notice and certificate from the company need be filed.

Answers to Questions Prepared

The Diamond Life Bulletins department of THE NATIONAL UNDERWRITER has prepared a booklet listing the 208 questions together with answers satisfactory to the department. These "Life Questions With Answers" may be secured from the Diamond Life Bulletins, 420 East Fourth street, Cincinnati, O., at 50 cents each in single copies; 45 cents each in lots of 5; 40 cents each in lots of 10; 35 cents each in lots of 25.

Aside from their value in helping appointees after June 30 in passing the examination for licenses, these questions and answers will be of material benefit to old agents and will serve as the basis for many a weekly meeting. The use of the booklet will not be confined to Ohio since the 208 questions are comprehensive, covering practically all phases of life insurance. There are few agencies that will not want a number of copies for use in training new agents.

REJECTED RISKS

Sweetest Music Very Popular Project

The most sublime part of a long winded address: "In closing, may I say."

An Irish agent named John had a great weakness for whiskey. One of his friends in trying to reform him said: "John, the next drop of whiskey you drink will probably turn you into a mouse." John, looking very worried, made for the door. "Oh," said his friend happily "so you're going to sign the pledge at once." "No fear," cried John, "O'm going home to drown the cat."

Why not now substitute some other expression for "It is nice to have seen you."

Reelection for the mayor, reappointment for the city attorney, city sealer or other official greeter of conventions, who, in welcoming a meeting of fire or casualty insurance people, does not rhapsodize anent the beneficence of life insurance, and who, in welcoming life insurance conventioners, does not boast about the city's fire department and give thanks for the fire prevention efforts of insurance men.

Encouraging Jump Is Shown in Policy Loan Repayments

AMOUNT OUTSTANDING LOWER

Northwestern National Life Shows 21 Percent Increase in Report for First Quarter

MINNEAPOLIS, April 23.—A jump of 21 percent in policy loan repayments over last year reflects the increasing rate at which borrowers are paying off loans, it is revealed in the first-quarter report of the Northwestern National Life.

Complete cleanups by many borrowers of the indebtedness on their policies is shown in reduction of the company's individual loans to 28,997, the smallest number on the books in five years. This compares with 30,550 outstanding as of March 31, 1935. Total amount outstanding was reduced to \$9,286,365, also a five-year low.

Prepayments Total \$133,033

Total repayments for the first quarter of 1936 were \$133,033, compared with \$109,963 for the same period in 1935 and \$76,707 in 1934. Total repayments for the 12 months ending March 31 were \$497,872 compared with \$408,855 in the previous period. Average size of individual loans has increased from \$307 in 1935 to \$320 in 1936.

Directors Meet in Omaha

Directors of the General American Life, St. Louis, held their regular business meeting in Omaha to honor Director George Brandeis, a prominent Omaha merchant. President Walter W. Head, formerly an Omaha banker, headed a delegation of home office officials. The visitors were Mr. Brandeis' guests in a tour of his department store and had lunch and played golf at the Omaha Country Club Messrs. Head and Brandeis were co-hosts at dinner. There were some 500 Omaha, Lincoln and outstate business men present. Speakers included Governor Cochran and Insurance Director Smrha of Nebraska; Superintendent O'Malley of Missouri, President A. E. Johnson of the Omaha chamber of commerce and Mayor Towl.

Business Insurance Active

There has been a notable increase in sale of business insurance in Chicago this year. It is a development whose significance is being studied by all managers and general agents. At first blush it appears obvious the reason must be much improved conditions in business corporations. This fear in the business world undoubtedly accounts for some of the large cases recently closed. Corporations by using extra funds to purchase protection on lives of key men—a justifiable item in operations cost—perhaps will be able to avoid the full weight of the federal levy.

Only some such development of this year could account for the number of very large cases closed and in the mill, for during the last six years there have been so few large risks sold that a \$50,000 or \$100,000 case caused a flurry on La Salle street. There is now in process at Chicago a \$500,000 case—presumably business insurance—in which, it is said, some ten companies are participating and others are eagerly trying to get a part. There is also a \$150,000 case, 10-year endowment. Production to date this year by some of the outstanding big personal producers of Chicago indicates that they, too, have been closing more of these large cases, instead of having to get their large volume in a great number of small cases. As everywhere, it is evident that the problem of selling adequate volume depends mainly on proper, optimistic mental attitude and a highly organized prospecting method that turns up a suf-

ficient number of persons who can and should buy life insurance. Those agencies which have concentrated on these two factors are forging ahead—some with large increases. Others are finding the going rough, production irregular, and lay every slump to economic retrogressions and national fear of administration policies.

Better Prospecting Needed

A better type of prospecting than most agents have been using is necessary for success under 1936 conditions, O. Sam Cummings, Texas state agent Kansas City Life and secretary Na-

tional association, told the Qualified Life Underwriters of Detroit. Selling must be tuned to the modern trend to be successful, he declared.

Better preparation is vital under present-day conditions. Prospects today know more about insurance than those of a few years ago. The salaried class still offers the best prospects. Business and professional classes are rapidly improving and farmers are beginning to be prospects again. He suggested that every agent go over his last year's sales and list how policyholders became prospects, which will show him whether his methods of prospecting need revision.

* MODERN LIFE INSURANCE SINCE 1845 *



NATIONAL CAMPAIGN FEATURES THE MUTUAL BENEFIT MAN

Month after month, the Mutual Benefit national advertising message goes into millions of homes and offices. "A good product," we say, naturally.

But equally important, every advertisement is building acceptance for the idea that the Mutual Benefit man is a good man to know. That theme—and its variations—is opening doors for Mutual Benefit representatives.

The
MUTUAL BENEFIT

LIFE INSURANCE COMPANY • NEWARK • N • J •

Are You Interested in Territory in—



- | | | |
|-----------------------------------|-----------------------------------|--|
| <input type="checkbox"/> ILLINOIS | <input type="checkbox"/> KANSAS | <input type="checkbox"/> SOUTHERN IOWA |
| <input type="checkbox"/> INDIANA | <input type="checkbox"/> MICHIGAN | <input type="checkbox"/> MINNESOTA |

Name

Check the territory, fill in the coupon, and return to Address

City and State

ROCKFORD LIFE INSURANCE CO.

Rockford, Illinois

A FRIENDLY COMPANY



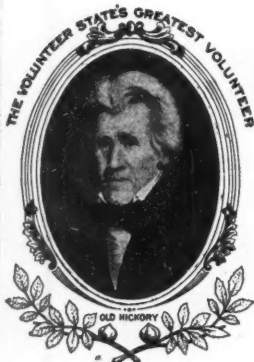
Number three of a series
— Giving facts about
the Fidelity.

"What kind of a company is it?" is a question often asked about any company. Fidelity is rather proud of its answer.

Founded in 1878, Fidelity has come through wars, pestilence and depressions. Its insurance in force, \$356,720,129, measures it as larger than ninety per cent of the companies operating in the United States and its assets of \$106,647,672 and surplus of \$6,763,449 rank it, in financial resources, among companies many years its senior in age.

It operates on a 3% reserve basis, in thirty-nine states, including New York. Fidelity is a friendly company.

The **FIDELITY MUTUAL LIFE**
INSURANCE COMPANY
PHILADELPHIA
WALTER LEMAR TALBOT, *President*



THE VOLUNTEER STATE
LIFE INSURANCE
COMPANY

Richard H. Kimball, *President*

Chattanooga, Tennessee

A complete line of guaranteed low cost
policy contracts, issued from birth to age
65.

Liberal remuneration for the production
and conservation of business.

Assets of over \$22,000,000.00

More than \$40,000,000.00 paid policy owners
and their beneficiaries since organization in 1903.

National Council Has Mid-Year Meet

(CONTINUED FROM PAGE 1)

states within the districts. At the Boston convention this fall a silver plated cup will be presented to the association in each district which shows the greatest increase in membership within its district.

Mr. Patterson said certificates have been prepared to be given to each agency which enrolls every agent in the local association.

O. Sam Cummings, Kansas City Life, Dallas, reported as chairman of the new national safety committee. He said some 1,000 inches of clippings regarding the activity have been received. Safety activity, he declared, gives the associations an opportunity to take a lead in civic affairs. Local associations, he contended, should become to a greater extent civic instrumentalities. Mr. Cummings paid particular tribute to the work done in Peoria, Ill., under C. E. Thompson, and in Ft. Dodge, Ia. In Peoria more than 500 inches of publicity have been received.

Report of Treasurer

R. L. Jones, State Mutual, New York, the perpetual treasurer, presented his report. As of March 31, 1936, assets were \$75,930 as compared with \$68,787 a year ago. Surplus at the same date was \$44,089, compared with \$40,010. Total receipts for the first nine months of this year were \$91,082, and disbursements \$93,219.

T. M. Riehle, Equitable Life of New York in New York City, gave the report of the law and legislation committee. He said the committee is giving close attention to the question of whether to seek passage at this time of legislation which would exempt from taxation the proceeds of life insurance which are earmarked for payment of taxes.

Harry T. Wright, Equitable of New York, Chicago, gave a brief statement as chairman of the million dollar round table.

Sara Frances Jones, Equitable of New York, Chicago, told of the activities of women members of associations, she being chairman of the women's underwriters' committee. She said the women are especially interested in the Boston convention and they will have an entire day's session there.

C. O. Fischer, Massachusetts Mutual, St. Louis, gave one of the most important reports, he being chairman of the program committee. A departure will be the opening of the Boston convention Tuesday evening instead of Wednesday morning. Some especially outstanding talent will be heard Tuesday evening, he said. The convention will be wound up Friday noon instead of Friday afternoon.

High Order of Entertainment

Paul Clark, John Hancock, Boston, the general chairman of the local arrangements committee, announced that more money has been raised for entertainment than has ever before been available for a national convention. Railroad fares will be reduced about one-third.

Mansur Oakes of Indianapolis, the field consultant, took a bow.

H. J. Johnson, Penn Mutual, Pittsburgh, as chairman of the educational committee, told about publicity work, pamphlets, high school educational material, etc.

Clancy Connell, Provident Mutual, New York, reported some of the work that has been done in promoting life insurance week. A number of "gadgets" have been devised, such as buttons, which have proved most popular. Wilfrid E. Jones of the National association, he declared, has proved to be something of a genius in this phase of the work. A large poster for outdoor display has been prepared. A series of short, insurance sketches has been worked out for the radio.

Wherever there is a daily newspaper

in a city that has a local association will receive some advertising. Walter Pitkin, Boake Carter, and others, will speak in behalf of insurance. General Pershing has endorsed insurance, and Paul Clark with the cooperation of W. T. Grant, president Business Men's Assurance, obtained an endorsement from Admiral Byrd, who was speaking in Kansas City. These endorsements are regarded as especially suitable this year because of the fact the bonus money is soon to be released.

Special New York Supplement

The New York "Herald-Tribune" will come out with a special insurance supplement just prior to insurance week.

Lara Good, Prudential, San Diego, told of the insurance hookup with the big exposition in his city. Agents from Southern California and Arizona are being urged to attend the exposition the week of May 11. There will be a sales congress May 16 and there is a good chance that former President Hoover will speak. Mr. Good asked the national trustees to donate \$150 for the function and to furnish extra educational material.

John M. Hughes, secretary of the Boston association, was introduced as being available to answer any questions about arrangements at Boston.

Managing Director R. B. Hull spoke a few gracious words.

Owen Scans the Globe

Ernest Owen, Sun Life, Detroit, reported for the international council, the function of which is to keep in touch with organized life underwriting in other countries. He read communications from China, Cuba, England, but he has been out of touch with Ethiopia. After some pleasantries President Schriver remarked that Mr. Owen is the first man ever to discover the purpose of the international council.

Julian Myrick, Mutual Life of New York in New York City, gave the report on cooperation with U. S. Chamber of Commerce. He referred to the position of the U. S. Chamber that special taxes on insurance should not exceed the requirements for maintaining the insurance departments. Only about 5 percent of the insurance taxes are now used for such purpose. The insurance committee of the U. S. Chamber recently recommended a resolution to the executive committee that the exemption of insurance proceeds from inheritance tax be increased from \$40,000 to \$100,000 and that insurance earmarked for payment of taxes should be wholly exempt. Life insurance, he said, is the only form of insurance that is not treated as indemnity. It is, he contended, a true form of indemnity and should not be subject to capital tax.

The recommended resolution also takes the position that special taxes on insurance be made uniform country-

Need Positive Attitude in Face of Obstacles

The advantage of a positive attitude in the face of adversity is seen in the record of F. P. Cory, district agent in Ann Arbor, Mich., for the Lincoln National Life. Mr. Cory, whose name has been prominently mentioned among company leaders this year, says: "It was easier to locate prospects and to hold their attention when the temperature sank below zero than it was when the weather was pleasant." Such an attitude applies whether the weather is too cold, too hot, or rainy.

wide and be reduced to an amount that will maintain the insurance departments and that insurance companies be liberated from all other forms of taxation except levies on tangibles.

Stanley Edwards, Aetna Life, Denver, said the \$40,000 exemption should not be regarded as immutable. In Denver the exemption from state inheritance tax has been increased to \$75,000.

For Nominating Committee

President Schriver presented the names of 15 to be voted upon for membership on the nominating committee. They were: C. E. Brown, Mutual Life, Des Moines; Manual Camps, Jr., Penn Mutual, Boston; H. K. Cassidy, Pacific Mutual, Houston; C. J. Frisbie, New England Mutual, Seattle; Lara Good, Prudential, San Diego; J. C. Hardin, Kansas City Life, Roanoke; P. B. Hobbs, Equitable Life of New York, Chicago; Roy Hodges, Ohio National, Cincinnati; G. E. Lackey, Massachusetts Mutual, Detroit; Fred Le Laurin, Aetna Life, New Orleans; Clifford McMillen, Northwestern Mutual, New York; C. E. Petilon, Berkshire, Minneapolis; Isadore Samuels, New England Mutual, Denver; Stacy Webster, Provident Mutual, Pittsburgh; V. W. Wiedemann, Sun Life, Kansas City.

After enjoying a sumptuous buffet luncheon, the members of the national council returned to hear the remaining reports.

Cooperation With Lawyers

George E. Lackey, Massachusetts Mutual, Detroit, reported as chairman of the committee on cooperation with lawyers. Mr. Lackey for several years has been interested in getting a greater measure of good will towards insurance on the part of lawyers. Twenty-one local associations have appointed committees on cooperation with lawyers. Managing Director R. B. Hull is taking a special interest in the matter. Mr. Lackey said that some speaking engagements before attorneys' groups should be sought for some well qualified insurance men and lawyers should be invited to address insurance gatherings. A joint meeting of the Detroit Bar Association and Detroit agents association will be held soon.

Mr. Lackey said he never presents a proposal in a business insurance or tax insurance case without getting a letter from an attorney stating that the lawyer has reviewed the proposal. Mr. Lackey pays the lawyer a fee for this service and so gains his good will. Agents should initiate proposals but should have lawyers draft the instruments, he said.

Conservation Report

James G. Callahan, Metropolitan, St. Louis, reported for the committee on conservation. He said one of the main means of promoting conservatism is to place more business on settlement options. People are less likely to lapse if to do so will break down a well ordered program.

E. A. Crane, Northwestern Mutual, Indianapolis, reported for the committee on by-laws. Two state associations—Indiana and California—have incorporated and Mr. Crane recommended that others do likewise as a matter of safety.

C. J. Zimmerman, Connecticut Mutual, Newark, reported for the publications committee.

C. Vivian Anderson, Provident Mutual, Cincinnati, said within a month the code of ethics of the National association should be ready for release. It is in final shape now except for minor changes in phraseology.

President Schriver offered the floor to any who might want to extend invitations for the 1937 national convention.

J. G. Callahan extended an invitation in behalf of St. Louis for either 1937 or 1938.

Ernest Owen pointed out that the 1938 convention will be an international event and he said Montreal should be considered.

Isadore Samuels, New England Mutual, Denver, made an oratorical bid for

Presides at the Big Sales Congress in Kansas City



V. W. WIEDEMANN

V. W. Wiedemann, manager of the Sun Life, presided at the all-day sales congress at Kansas City, he being chairman of the event. He is one of the leaders in his city. He was the first president of the Missouri state association. The sales congress was most successful with over 400 in attendance. Interest in it was heightened because it came the day before the mid-year meeting of the National association. Several of the national leaders were on the program and dozens attended the congress.

his city in 1937. This was the third year Mr. Samuels had presented such an invitation. He said there has never been a convention in the territory from the Missouri river to the Pacific Coast and from Louisiana to Canada. Denver, he characterized as an air conditioned city—"air conditioned by God."

Cassidy for Houston

H. K. Cassidy, Pacific Mutual, Houston, in contrast to Mr. Samuels, used the technique of obvious understatement in presenting the invitation in behalf of Houston. Mr. Cassidy pointed out that Houston particularly wanted the convention for 1936 because this is Texas centennial year. But having lost out to Boston, Houston still wants the convention he said, if not in 1937, then in '38 and if not then, sometime, anyway. He gave the impression that Houston would not die hard for the 1937 meeting.

T. M. Riehle said he had been authorized to invite the association in its fiftieth anniversary year of 1939 to meet in New York City. That is the year of the world's fair in New York.

J. A. Witherspoon, Pacific Mutual, Nashville, presented the customary resolution of appreciation to the local hosts.

New Program of Activity

F. W. Darling's report as chairman of the committee on state and regional associations was given by H. K. Cassidy. Recommendation was made that the National association hire a man to promote organizations of local associations. It was recommended that an extension committee be created, the members to serve for five years. This committee would make a survey of the potentialities for new local units throughout the country.

O. Sam Cummings spoke in behalf of the proposal, saying organized life underwriting should be extended to the smaller communities. He proposed that the national council endorse the program in principle and refer it to the trustees. This was done.

J. C. Hardin of Roanoke, Va., invited the council to hold its mid-year meeting

in 1937 some place in Virginia or at White Sulphur Springs, W. Va.

Sullivan Chosen Deputy

Jack Sullivan, of Hazlehurst, Miss., will be the new deputy commissioner of Mississippi, according to Commissioner Williams. Mr. Sullivan, a former superintendent of education in Copiah county and former president Mississippi Education Association, is a member of the Mississippi house of representatives. Formerly a woman was deputy commissioner. The position has been open since Mr. Williams took office in January, 1936. The deputy will assume more routine office duties, leaving the commissioner free to give personal attention to field matters involving the department.

Justin Peters a Candidate

Justin Peters, president Pennsylvania Lumbermen's Mutual Fire of Philadelphia, is a candidate for reelection as director of the U. S. Chamber of Commerce representing the insurance division. He will preside at the meeting of the division Wednesday of next week in Washington, D. C. John C. Harding of Chicago, executive vice-president western department of the Springfield F. & M., is the other insurance director. There is no opposition to Mr. Peters.

Kansas City People Handle Arrangements in Good Form

The Kansas City Association of Life Underwriters had prepared intelligently for the mid-year meeting of the National Association of Life Underwriters and the proceedings moved smoothly.

J. F. Trotter, an old hand at association work, was designated as host. Others who pitched in to the job were V. W. Wiedemann, Sun Life, chairman of the sales congress; Dallas R. Alderman, who was in charge of arrangements for the three meetings—those of the Missouri state association, sales congress, and national council; H. A. Hedges, Equitable of Iowa; C. L. Scott, Massachusetts Mutual, reception (all dignitaries were met at the station and airport with cars); George Forsee, Northwestern Mutual, publicity; H. E. Kincaid, hotels and luncheon.

The Kansas City association has over 300 members.

The visiting councillors who remained in Kansas City Saturday evening were entertained at a dinner at the Kansas City Club by the local hosts. C. L. Scott was in charge and several of the visiting dignitaries were introduced to take a bow. A floor show was given. About 50 attended.

93%
of all Midland
Mutual policy-
holders kept
their policies in
force in 1935.

THE MIDLAND MUTUAL LIFE INSURANCE CO.
Columbus, Ohio

EDITORIAL COMMENT

The Galaxy of Millionaires

PERHAPS the "MILLION DOLLAR ROUND TABLE" of the NATIONAL ASSOCIATION OF LIFE UNDERWRITERS should not be spoken of as the aristocrat of the life insurance selling forces, but at least there is a special distinction attached to this noteworthy group. When any producer can develop \$1,000,000 of paid for business during the year he deserves to be canonized with suitable ceremony in the life insurance cathedral.

This year HARRY T. WRIGHT of the EQUITABLE of New York at Chicago, who

is chairman, is insisting on strict qualifications so that no \$998,000 man will get through. He has sent out a questionnaire so that his committee can pass on the applications. The million dollar man need not place all his business in his own company but he must prove that he has paid for \$1,000,000 of life insurance altogether. It is an achievement worth while and the millionaires deserve special mention in these days when it is difficult even to produce \$150,000.

Lack of Information

THE NATIONAL UNDERWRITER has received a number of inquiries lately regarding the NAVAL MUTUAL AID ASSOCIATION of Washington, D. C., which by its name indicates it issues some sort of insurance policy to men connected with the United States navy. There is no record of the concern in any of the standard reference books. THE NATIONAL UNDERWRITER sought from its Washington, D. C., correspondent a report on this outfit. When he requested an interview to get merely knowledge as to

what kind of insurance it is writing, on what plan, rates, etc., he was rebuffed and all information was declined. When any insurance institution refuses to give information to the public as to its operations it seems to us that it has assumed an attitude much of the nature accredited to the head of one of our railroads some years ago, when on being asked to interpret the policy of his railroad, he replied, "The public be damned." As a matter of fact, the public has a right to such information.

Repayment of Loans

PRESIDENT JAMES LEE LOOMIS of the CONNECTICUT MUTUAL, in his annual report, lays considerable stress on the necessity of policyholders repaying their loans or reducing them according to some regular, consistent program. Conditions of the times, he feels, are such that every thrift program should be promoted and encouraged as far as possible. Savings dissipated by wasteful habits must all be restored and in-

creased if our American standard of living is to be maintained. Many companies are using convincing methods to get policyholders to realize that a mortgage on their policy is to be deplored. Life insurance after all is a savings fund for contingencies. When that fund is in any way impaired then the family may have to bear the brunt of the burden. Any such impairments should be removed if possible.

Importance of Mortality Savings

WHEN the annual statements of life companies are analyzed, one is impressed with the fact that they must for the next few years at least look chiefly to mortality savings for profit. The excess interest has been cut down greatly by the lower average yield due to the demand on companies for greater liquid-

ity. Therefore they are compelled to keep a larger amount of cash on hand and purchase securities which frequently do not even earn the legal rate. The expense savings have been greatly reduced. The mortality ratio therefore looms up at this time with far greater importance.

Putting a Price on Persistency

THE NATIONAL UNDERWRITER some time ago printed the observation that if the average duration of policies could be increased from seven years to 10 years there would be a saving to the company equivalent to the interest earning upon its investments of one-half of 1 percent. The question is now asked as to the reasoning behind that con-

clusion. As a matter of fact the figure one-half of 1 percent is more or less arbitrary, but actuaries do agree that there would be a substantial advantage if the average age of policies were increased.

Probably the greatest saving would come from the fact that a policy 10 years old would no longer be impressed

with a renewal commission charge. Accordingly, such a policy would be contributing to loading that would help out so far as expenses are concerned in a substantial way.

Furthermore, if a company's business is good from a mortality standpoint, the more of it that there is in force, the greater the mortality saving. In other words, the greater the volume of busi-

ness in force, the greater the mortality saving.

Another factor is that good, clean business is less expensive than the kind which is always on the point of lapsation and requires conservation effort, including postage, etc.

The present efforts in behalf of producing persistent business can be justified by real considerations.

PERSONAL SIDE OF BUSINESS

Warning has been issued by S. L. Carpenter, Jr., California commissioner, that a person representing himself to be a nephew of the commissioner is soliciting a position with insurance companies. His representations, says the commissioner, date back to the time of Commissioner Detrick and he has since represented himself as a relative of Deputy Commissioner Risbrough of Los Angeles. Commissioner Carpenter seeks the cooperation of insurance men in bringing this man to an accounting.

George Hatzembuhler of Bloomington, Ill., well known insurance man and Illinois director for the Modern Woodmen of Rock Island, was nominated for lieutenant governor on the Republican ticket in Illinois last week.

James S. Kemper, president of the Lumbermen's Mutual Casualty of Chicago and chairman of the executive committee of the insurance division of the Illinois chamber of commerce, was nominated for delegate to the Republican national convention from the tenth Congressional district of Illinois in the primaries last week.

Commissioner E. A. Smith, Jr., has been named president of the newly incorporated Better Business Bureau of Utah. It will carry on an active campaign against fraudulent advertising and fake business practices of all sorts.

R. L. Bowen, Ohio superintendent of insurance, was a member of the Scottish Rite Masonic class at the meeting in Columbus last week, receiving the 32nd degree.

Insurance Commissioner Dan C. Boney of North Carolina has qualified before the state board of election in seeking the nomination at the June primaries.

Two sons of E. P. Greenwood, president of the Great Southern Life, have figured in social and domestic news in recent weeks. Jack Greenwood of the real estate department of the company at the home office and Miss Mozelle Goodell of Houston were married in St. Louis and are now at home in Houston. Pat M. Greenwood, connected with the Dallas office of the company, announced the arrival of a bouncing baby boy at his home.

Dr. E. H. Lines, 77, retired chief medical director of the New York Life, died at the home of his daughter in Topsfield, Mass. He joined the New York Life in 1899 and was connected with it until his resignation in 1934. He was made European medical director in 1900. He lived many years in Paris, where he was medical chief of the

American Ambulance Field Service the latter part of the war. He was appointed chief medical director of the New York Life in 1929, nine years after his return from France.

L. A. Minton, 57, district manager of the industrial division of the American National at Amarillo, Tex., died at a hospital there from double pneumonia. A son, A. M. Minton, represents the National Life in Borger, Tex.

Warren J. Moore, secretary of the Old Line Life of America, Milwaukee, has been elected a member of the better business bureau and trade promotion committees of the Milwaukee association of commerce.

Three members of the Life Insurance Research Bureau staff headed by Manager J. M. Holcombe, Jr., attended the mid-year meeting of the national council of the National Association of Life Underwriters at Kansas City. Mr. Holcombe went from Kansas City to St. Louis; K. H. Mathus remained in Kansas City and J. H. Jamison went to Excelsior Springs, Mo., for the agency convention of the Guaranty Life of Iowa.

Chester O. Fischer, St. Louis general agent Massachusetts Mutual, was compelled to leave before the end of the mid-year meeting of the National Association of Life Underwriters in Kansas City so as to be with Mrs. Fischer, who was to undergo an appendectomy the next day. Mr. Fischer gave his report as chairman of the program committee of the national convention in Boston before departing.

Following the return of President Charles F. Williams of the Western & Southern after his recent illness, Vice-president John F. Ruehlman and Treasurer C. C. Stayman left Thursday of last week on a six weeks' trip to Europe.

Dr. Joseph B. Drummond, medical director Union Mutual Life, Portland, Me., sailed on the S. S. "Coamo" for a month's vacation in Puerto Rico, where he plans to visit the Union Mutual's San Juan agency.

A. J. Ballard of the D. O. Johnson agency of the Minnesota Mutual in San Antonio, Tex., has been awarded a cash prize for producing an application a week for a period of three years, ever since he signed a contract with the Minnesota Mutual.

Frederick J. Williams, second-vice-president Metropolitan Life, in charge of Pacific Coast head office, celebrated his 31st anniversary with the company, having joined the organization April 17, 1905. He joined the staff in Genesee,



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N. Y., as an agent on a debit, was advanced to assistant manager and in 1909 was made district superintendent at Kingston, N. Y. Between that date and 1920 he was promoted to managerial posts in Batavia and Jamestown. Prior to going to San Francisco, Mr. Williams was superintendent of agencies in New England territory for about three years.

Mrs. S. A. Swisher, Sr., pioneer resident of Iowa City, died there following a brief illness. One son, S. A. Swisher, Jr., is assistant superintendent of agencies of the Equitable Life of Iowa. Another son, John, is Iowa state agent of the Corroon & Reynolds group of fire companies.

Dr. J. B. Steele, medical examiner for the Volunteer State Life, retired recently as president of the Tennessee Medical Association after a successful term.

Claris Adams, vice-president American Life of Detroit, is being kept extremely busy addressing political gatherings throughout Michigan. He is president of the Michigan League of Republican Clubs.

F. C. Wangler, 36, for the past two years general agent of the Great American Life in San Antonio, Tex., died there.

T. R. Richardson, 75, retired assistant secretary of the Metropolitan Life, died at his home in Belvedere, Cal., from a heart attack. He retired from active service in 1928 because of ill health. He served as manager of the Pacific Coast office of the Metropolitan Life in San Francisco from 1902 to 1904, when he was transferred to the head office in New York, where he remained until his retirement eight years ago.

Mark Savage, 58, widely known Detroit life insurance man, died in a hospital following a stroke. He had been with the Johnston & Clark agency of the Mutual Benefit Life since 1917. He was the author of a widely read book on insurance statistics and how to interpret them.

H. K. Lindsley, president; J. H. Stewart, vice-president; F. B. Jacobshagen, secretary Farmers & Bankers Life, are on the four-day good will tour of the

In New Position



LYNN S. BROADDUS

L. S. Broaddus, who was recently appointed a manager at Chicago for the Guardian Life, was chairman of the sales congress of the Chicago Association of Life Underwriters last week. He was until recently manager in Chicago for the Acacia Mutual Life.

Reference Book on Accident and Health

For the past decade insurance men have used the "Time Saver" as standard reference book for exact information about accident and health contracts and rates. The new 1936 edition will be off the press this month. The Fireman's Fund Indemnity policies will be included in this year's edition as well as the complete policy set-up of all companies in previous books. Many companies have changed their rates to conform to the new conference manual issued the first of the year. This has made radical changes all through the book, in addition to the usual rate and policy changes made since the last edition was published.

Will Be Indexed

The new 1936 "Time Saver" will be indexed so that the policies of each company can be located even more easily than before. The features of the new edition will be the concise, simple definition of the various clauses which will appear in the front and will be particularly useful to less experienced insurance men, giving them the definition in a few words of "optional provisions," "elective indemnity" and "time limit" clauses, etc.

The price of the "Time Saver" is \$4. It is a publication of THE NATIONAL UNDERWRITER.

Wichita chamber of commerce, covering 100 cities in the panhandle of Oklahoma, Texas and western Kansas.

Frank P. Samford, president Liberty National Life, has been elected president of the Birmingham Rotary Club.

J. W. Smithers, New Orleans general agent, the Union Central Life, is on a cruise through the Caribbean to Panama, where he hopes a hot tropical sun will "bake the ache" out of the leg he broke last winter while quail hunting.

Earl B. Smyth of Dallas, president Fidelity Life Insurance Company and an outstanding Texas layman, spoke at a banquet of the Laymen Brotherhood of the First Baptist Church at Sweetwater, Tex. He outlined activities of Texas Baptists and explained their importance.

L. A. High, manager Columbus agency Ohio State Life, has just completed 17 years with that organization. After serving as a part-time agent at New Washington, O., he spent a year in the accounting department of the home office. In 1919 he organized the Bucyrus, O., agency and when it was merged with the Marion agency he became manager. He became Columbus manager Jan. 1, 1925. He has been a member of the Ohio State Life honor clubs virtually all this time.

The Kansas City Life maintained a suite at the headquarters hotel during the time of the Kansas City sales congress and the mid-year meeting of the National Association of Life Underwriters. This was a popular rendezvous with Dallas R. Alderman, agency secretary, as chief host.

J. Frank Trotter, Kansas City manager of the Mutual of New York, was host at luncheon to about 42 Mutual Life representatives who were in Kansas City for the sales congress and mid-year meeting of the National Association of Life Underwriters.

Julian S. Myrick of New York was guest of honor and was called on for a few remarks.

Mr. Trotter is proud of the fact that the Mutual Life has an exceptionally large turnout for the sales congress at Kansas City.

Leonard M. White, Northwestern Mutual Life, a director of the San Francisco Life Underwriters Association, has returned from a 100-day trip to Aus-

tralia, Dutch East Indies, the Philippine Islands and China. Mr. White first crossed the equator Christmas day and on his return crossed it on Lincoln's birthday. He was initiated by "Father Neptune."

Schedule of Transportation for Commissioners Ready

A railroad schedule has been made out for the eastern states for those who are intending to be present at the meeting of the National Association of Insurance Commissioners at St. Paul, June 8-12. Deputy J. J. Magrath of the New York department is arranging transportation. The various groups from different sections of the east and south expect to assemble in Chicago, arriving there June 6 with stopover headquarters at the LaSalle hotel. There will be a sightseeing trip for those who go via Detroit in that city, including an inspection of the Ford Motor Company and the Edison Institute and Greenfield village. There will be a luncheon at the Detroit Yacht Club. This will be on June 6. En route to St. Paul on Sunday, June 7, there will be a stopover at the Wisconsin Dells, the party leaving by steamer for a 15-mile cruise. Three shore landings are made with

guides. The plan is to arrive at St. Paul the evening of June 7.

George W. Wells, Northwestern National Life, general chairman of the committee in charge of arrangements for the meeting, expects to have a detailed program worked out within the next week.

Women Will Entertain

The St. Paul Association of Insurance Women this week announced that it would assist in entertaining the ladies who attend the convention. A full list of all committees is expected to be given out within the next week by Chairman Wells and Commissioner Frank Yetka.

Mr. Magrath states that reservations are being made in such number as to justify the hope that not only will special cars be set aside for the accommodation of delegates and visiting insurance men, but that a special train may be allotted. Meetings of the commissioners have been growing popular in recent years.

Kill South Carolina Bill

The South Carolina senate has killed a proposal for a 1 percent additional tax on health and life insurance policies to supplement the appropriation for the state board of health.

"THE PROOF OF THE PUDDING"

That to be of maximum value to the insured, the underwriter, the company, a policy once purchased must *continue in force* is almost as "axiomatic" as the statement: "The proof of the pudding is in the eating."

THE LAPSE RATIO for the INDIANAPOLIS LIFE INSURANCE COMPANY for the first quarter of 1936 was less than 7%—a clear indication of *quality business*, well written, carefully serviced that has resulted in satisfied policyholders.

INSURANCE IN FORCE INCREASED \$551,021 during the quarter, making **TOTAL IN FORCE \$96,307,279.**

ASSETS showed a substantial *Increase*. Mortality continued *very favorable*. Average since organization—only 42%.

A complete kit of policy contracts including Juvenile insurance. Friendly, Helpful, Home Office Cooperation.

INDIANAPOLIS LIFE INSURANCE CO.

Indianapolis, Indiana

A QUALITY, LEGAL RESERVE, MUTUAL COMPANY

EDWARD B. RAUB
President

organized in 1905.

A. H. KAHLER
Supt. of Agents

Agency opportunities in: Indiana, Illinois, Ohio, Texas, Iowa, Michigan, Minnesota, North Carolina, California, Florida.

NEWS OF THE COMPANIES

Mismanagement Charges On

Irregularities in Underwriting, Claim Practices Revealed at Union Mutual of Iowa Hearing

DES MOINES, IA., April 23.—Evidence on the behalf of Union Mutual Life of Des Moines, resisting a state insurance department receivership application, was presented in Polk county district court tending to show justification of settlement of death claims for less than the face value of policies.

Emmett Gore, investigator and adjuster for the Lake Service Bureau, St. Louis, explained evidences of fraud on the part of insurance applicants which resulted in compromised settlements of death claims.

The insurance department contends that the company accepted premiums and issued policies knowing that fraud was being attempted on the part of applicants, and that this was done with the intention of refusing to pay the claims after death occurred, on the ground that the applicant had misrepresented his condition of health at the time the policies were issued.

Mr. Gore said his bureau made thorough investigations, often recommending that full claim be paid, but sometimes affecting a settlement where the facts warranted it.

Allege Mismanagement

Frank Sawyer, former auditor, testified as to alleged acts of mismanagement by old officers of the company, William and Carl Schulz, former president and secretary, respectively.

Since reorganization of the Union Mutual Life Company with election of new officers, certain improvements were noted by W. P. Lightfoot, underwriter. All underwriting is now done before policies are issued and the premium accepted, instead of afterward. Decision of the underwriting committee on whether application should be approved is final. Previously the committee's decisions were sometimes overruled by the president or vice-president. All claims are referred to the underwriting committee and disposed of on their own merits. Formerly they were handled by Carl Schulz, former secretary and the manager of the claim department.

Bid Date Extended

Circuit Judge Joynt of St. Louis has extended to April 25 the time for Superintendent O'Malley to receive bids for the assets and insurance of the Continental Life of St. Louis.

U. S. District Judge Moore has rejected the claim of Mrs. Drucilla Mays, wife of Ed Mays, president of the Continental Life, to the ownership of 50,958 shares of the capital stock of the life company. In rejecting her claim, Judge Moore declared that the various transactions through which she alleged that she came into legal possession of the stock, which would have given her control of the life insurance company bore "the badge of fraud." Under the court's finding ownership of the Continental Life stock in question is now vested in John W. Snyder, receiver for the defunct Grand National Bank, of which Mr. Mays also was president when it closed its doors in 1933.

Wisconsin National's Showing

Business has shown a considerable improvement over the last corporate year and the outlook for the remainder of this year and thereafter is good, Gen. C. R. Boardman, president Wisconsin National Life, reported to stockholders. With a satisfactory increase in assets and surplus, the financial condition of the company was reported as excellent.

National Aid Life Reinsured

Atlas Life Takes Over Oklahoma City Company Which Had \$1,658,000 Business in Force

A reinsurance contract has been effected by which the Atlas Life of Tulsa took over the business of the National Aid Life of Oklahoma City, reinsuring contracts which had \$1,658,000 business in force.

President H. B. Houghton of the National Aid Life said the change was made because of confusion due to the similarity of name with the National Aid Life Association of Oklahoma City, of which he is also president.

Operates on Stock Basis

The National Aid Life operates on a stock, legal reserve basis, while the association is a mutual operating on the assessment basis. Plans are in course of completion for converting the mutual into a stipulated premium stock company with a legal reserve, as soon as possible. In anticipation of this change the organization has been using old line, legal reserve policy forms for the past year. Under the present plan, all mortality savings, surrender fees and lapsations are being accumulated into a reserve instead of applied on expenses, which, supplemented with other reserves is expected to meet legal reserve requirements within a five year period. The association has \$3,500,000 business in force.

File Pacific States Claim

LINCOLN, NEB., April 23.—Claims totaling nearly \$1,000,000 are being prepared for immediate filing by Insurance Director Smrha on behalf of policyholders of the Pacific States Life of Denver, with the receiver. The company had a large number of policyholders in Nebraska, having reinsured the Elkhorn Life & Accident. Nearly \$900,000 of the total consists of cash surrender values of policies, \$30,000 is unpaid death claims and \$18,000 in matured endowments.

Receiver for Equitable Mutual

SAN ANTONIO, TEX., April 23.—James F. Davis has been appointed receiver for the Equitable Mutual Life of San Antonio by District Judge Johnson following Attorney-general McGraw's institution of quo warranto proceedings against the company at the instance of the board of insurance commissioners. The company is restrained from doing business until further orders of the court.

The suit asked cancellation of the company's charter. According to the petition, its license expired Feb. 29, 1936, and it was alleged the concern was insolvent. The petition said the company had continued to collect premiums, that assets had been dissipated in bad investments and mismanagement, the company did not have sufficient reserves to back up policies in force, and that the concern continued to operate for private gain.

Reports Growth in Assets

Assets of the Bankers Life of Iowa will pass \$200,000,000 this year, President Nollen predicted at the annual meeting. In the first quarter this year assets increased at a rate which indicates a gain of more than \$12,000,000 for the year and approximately \$205,000,000 by Dec. 31. All officers were reelected. President Nollen reported all departments gave evidence of improving economic conditions.

"In the management of a life insurance company, the element of most vital importance is financial security," he

said. "We have succeeded in building security even during the difficult years which have passed. The average return to the policyholders is still substantially in excess of the returns which any investor could realize through the purchase of securities on the present market."

New Company Prospers

The Western American Life of Santa Fe, N. M., has issued a quarterly statement, which shows \$159,277 in assets, an increase of \$1,771 since Dec. 31. Insurance in force is now \$1,010,500, an increase of \$498,500. The company was licensed last November and applications for business since then have totaled \$1,257,000. Last year commissions to agents showed a ratio of 47.5 percent to first year premiums collected. The company operates solely in New Mexico and Prager Miller is president, R. O. Longnecker, general manager, and A. W. Kaune, secretary-treasurer.

Trip for Agency Secretaries

Agency secretaries of the two agencies of the Central Life of Iowa showing the highest persistency ratio for 1936 will be given a trip to the home office with all expenses paid early in 1937.

The trip is part of an intensive conservation plan in which agency secretaries are having an important part.

Washington National to Move

The Washington National is moving its home office from Chicago to Evanston. The company will celebrate its silver jubilee Oct. 1, when the moving is completed. The Washington National has been located on Howard street, which is on the borderline between Chicago and Evanston. It will now occupy six stories in the Carlson building, which is in the downtown section of Evanston. The name of the structure will be changed to Washington National building. Both H. R. Kendall, chairman of the board, and G. R. Kendall, president, are residents of Evanston.

Home Friendly Changes

Vice-president F. C. MacCubbin, formerly in charge of the Pennsylvania districts of the Home Friendly of Baltimore has been elected as vice-president in charge of claims, to fill the vacancy created by the recent death of Vice-president George A. Chase. Senior Vice-president D. F. Zeigler has been placed in charge of all branch districts. Deputy Supervisor George L. Ward has been promoted to supervisor of agencies. Emmett C. MacCubbin has been promoted to assistant superintendent of claims.

High Court Upholds Sale

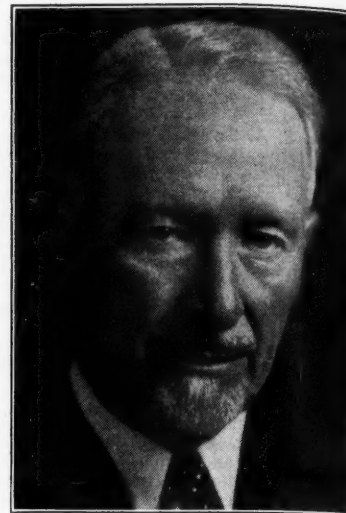
Sale of the controlling interest in the Northland Life, originally of Duluth, to the Modern Life of St. Paul has been upheld by the Minnesota supreme court. Minority stockholders in the Northland had contested the sale as illegal.

Rock Heads Monumental

Leo. P. Rock, vice-president of the Monumental Life of Baltimore, has been elected president succeeding Paul M. Burnett, who becomes chairman of the board. Mr. Rock started with the company 13 years ago as an agent in St. Louis. He was made Cleveland manager and in that city had an unusual record in both industrial and ordinary. From Cleveland he went to the home office and became vice-president and head of the agency department.

Mr. Burnett became president in 1923. Matthew S. Brennan was the previous president, serving for 25 years, C. J. Bonaparte, who was a member of President Theodore Roosevelt's cabinet, was assisted as counsel by Mr. Burnett. Under President Brennan's leadership the company grew and Mr. Burnett became vice-president. It was under Mr. Burnett's administration that the Monu-

Founder Honored



ARTHUR F. HALL

May will be observed by agents of the Lincoln National Life in honor of their leader, President Arthur F. Hall, who was founder of the company. This is the 26th annual observance of Mr. Hall's natal month. The company is emphasizing quality business. Applications will be graded on five quality factors: Method of premium payment, cash with application, whether or not the applicant is already a Lincoln Life policyholder, income settlement of proceeds and size of policy.

mental Life had a remarkable growth. The company expanded. It has had an efficient and economical administration and is held in the highest regard.

Cooperative Joins A. L. C.

The Cooperative Life of Columbus, O., has been elected a member of the American Life Convention. C. S. Younger, former Ohio insurance superintendent is president of the Cooperative.

Wind Up Mutual Benefits

Three Salt Lake City concerns operated through the mail are now being wound up by G. W. Robbins, receiver. They are the Fraternal Mutual Benefit Association, Western Life Association, and Western Mutual Benefit Association.

Three Officials Represent A. L. C. at Chamber Meet

Col. C. B. Robbins, manager and general counsel American Life Convention; L. J. Dougherty, president Guaranty Life of Davenport, and S. F. Clabaugh, president Protective Life, Birmingham, will represent the convention at the annual meeting of the Chamber of Commerce of the United States in Washington, April 27-30. The meeting of the Insurance Round Table will be held Wednesday, April 29. Colonel Robbins is on a trip in the eastern and New England states, visiting member companies in New York, Hartford and other points. He plans to return to Chicago about May 1.

Lesson from Stamp

Much can be learned from the postage stamp. If it is applied as it should be it sticks to the envelope or wrapper until it is delivered. It does not neglect its subject or wander far from the field. It sees to it that the message is delivered as promptly as possible.

Read "Why Not Try It" by Thierbach. \$2. Order from National Underwriter.

AMONG COMPANY MEN

Occidental Life Promotions

Gene Waddle Takes New Position of Agents' Counsel; Anderson and Belknap Also Advanced

Three appointments have been made by the Occidental Life of California. Gene Waddle has been promoted to agents' counsel, a position created to serve as a clearing house for agents' problems. Beginning as an agent and later engaging in home office and general agency work, as well as unit management, for the past seven months he has served in the agency secretary's department. During his career he was traveling auditor for the American National, later being associated with his father in the home office agency of the Great Republic Life and subsequently becoming supervisor of agents for the United Mutual Life. More recently he was with the Guarantee Mutual Life.

R. H. Belknap has been made assistant agency secretary. He has been with the Occidental Life since 1926, when he entered the actuarial department. He became a personal producer in 1929 and in February, 1935, was appointed general agent at Pasadena.

Anderson Is Program Instructor

A. M. Anderson has been made program instructor. He is well known as the author of "Selling Points Classified," of which more than 200,000 copies have been sold. Also, he is the originator of the "Anderson System of Programming." He is a past president Life Underwriters Association of Los Angeles, has spent 10 years in personal production and eight as general agent and agency supervisor.

Peebles, Vice-president of Life & Casualty, Quits Post

F. J. Peebles, vice-president of Life & Casualty, Nashville, since 1930, has resigned to give personal attention to a coal company at Memphis of which he is chairman of the board. Starting 16 years ago as an agent, he successively was superintendent, special ordinary agent, cashier, district manager, traveling auditor, home office auditor, comptroller, vice-president and division manager, and lately vice-president in charge of home office personnel and expense controller. It is anticipated that he will reenter insurance work at a later date.

Supervisory Force Extended

The Central Life of Des Moines has appointed four new supervisors. Fred Lundin becomes supervisor for northern Wisconsin and Rockford, Ill. R. V. Cummins will concentrate on recruiting and production development in Oregon and adjacent territory. C. L. Hough is assigned to the Michigan, Indiana and northern Illinois territory. A. L. Allen, former manager of the policy loan department, is operating directly from the home office. Two former supervisors, R. O. Mason and C. R. Dystant, have become general agents Paris, Mo., and Detroit, respectively.

Max Bell Is Vice-president

Max S. Bell has been elected vice-president of the Continental American Life of Wilmington, Del., being in charge of the home office operations other than investments and agency work. He will continue to be the actuary. He went with the company 10 years ago as assistant actuary and was made actuary in 1929. For several years he has served as chairman of the risk committee at the head office in charge of underwriting. He has an intimate knowledge of home office operations.

Frank Cross, Jr., Is Promoted

Home Office General Agent of the Columbia Life of Cincinnati Made Vice-president

Frank B. Cross, Jr., at the directors' meeting of the Columbia Life of Cincinnati was elected vice-president. He is a son of Dr. Frank B. Cross, medical



FRANK B. CROSS, JR.

director and a nephew of President S. M. Cross. He has been with the company in Cincinnati as home office general agent for 17 years and during all that time has been its leading producer. He will give his attention to general home office duties and will specialize in agency work in connection with Superintendent of Agents Wm. West. The company is making a considerable increase in new business under Mr. West, having shown over \$100,000 new business in the first three months of 1936.

Floyd Kingsley succeeds Mr. Cross as home office general agent. Birch Carter, formerly manager of the policy department in the home office, has been made general agent at Greenville, Ohio.

Moss on Agency Trip

White L. Moss, superintendent of agencies of the American National, is in Los Angeles on an agency trip. Previously he had visited agencies in the Pacific Northwest and spent several days in San Francisco with V. E. Haley, manager there. He will visit agencies in Denver and Salt Lake City before returning to Galveston.

Made Iowa Agency Supervisor

The Occidental Life of California has appointed Guy H. Furness agency supervisor for Iowa. He has had many years of experience with well known companies, beginning with the Woodmen of the World, then becoming a general agent. Later he was one of the organizers of the Equity Life and eventually served as secretary, vice-president and finally president until it was reinsured in 1932. Recently he has been assistant superintendent of agents of the Guarantee Mutual Life.

Joins Benjamin Franklin

A. McNeil has been named general superintendent of the Benjamin Franklin Life of San Francisco. Mr. McNeil went to the Pacific Coast from Philadelphia where, for a number of years, he was an executive of the Commonwealth Life. His headquarters will be at the home offices.

The Agent's Responsibility

LIFE INSURANCE is a time-proven element in the business economy of the world; through the years, countless people in every country of the globe, under all kinds of social and business conditions, have benefitted by it.

Upon the shoulders of the Life Insurance representative rests the responsibility of presenting to his prospect the claims, not only of the company for which he works, but for the world institution of Life Insurance. Whether he is able to obtain the signature on the dotted line the first time he calls is of less importance than that he has made the right appeal, and conducted himself as a fit representative of the most useful business in the world today.

His success in this direction governs his ultimate success as an agency man.

THE GREAT-WEST LIFE ASSURANCE COMPANY

Head Office
Winnipeg, Canada

Business in Force—over \$570,000,000

QUANTITY with QUALITY

Through the use of such plans as its Quotamakers Club, Contest, Policyholder's Month, and the Annual Convention Trip (this year to the Panama Canal) Protective Life agents are given many incentives to write a large volume of business.

But, along with quantity, they are constantly reminded and urged to write **quality business**. They are given the benefit of the research that has revealed definite and successful ways of securing business that persists.

Example of increased income from renewals, regular reports of renewal ratios of agents and agencies, and a special persistency bonus are teaching them that the **conservation of business really begins with the agent**.

Quantity with quality will benefit company, agent and policyholder.

Protective
LIFE INSURANCE CO.
BIRMINGHAM, ALABAMA.
S. F. Clabaugh, President

Doorway to



the House of Protection

Stirring tribute, this, to an alert, capable Field Force working hand in hand with an experienced and sympathetic Home Office staff.

PROVIDENT

Life and Accident
Insurance Company

Chattanooga "Since 1887" Tennessee

- JANUARY
Great . . .
- FEBRUARY
Greater . . .
- MARCH
Greatest!

. . . Making the Greatest First Quarter in all Provident History.

Reputation

Means a lot to us. We are proud to be known throughout the West as the "fair practice" company. It is our constant endeavor to strengthen this reputation by -

- Declining to talk with any life insurance agent about a connection except after reference to his company's Home Office or Manager.
- Never accepting applications which involve twisting.
- Refusing to lower our standards to get business when in competition.
- Aiding the Institution of Life Insurance by swelling our ranks with NEW and GOOD men from outside the business rather than direct our Recruiting effort toward the Agents and Managers of other life insurance companies.



**California
Western
States
Life
Insurance Company**

HOME OFFICE:
SACRAMENTO

O. J. LACY
PRESIDENT

LIFE AGENCY CHANGES

Appointed by Penn Mutual

A. C. Bowser, Personal Producer in Pittsburgh Agency, Named as General Agent at Buffalo

The Penn Mutual Life has appointed A. C. Bowser, personal producer in the Pittsburgh agency, as general agent at Buffalo. Mr. Bowser graduated from Bucknell University in 1923 and served in the naval aviation reserve corps during the war. He began as a salesman while at college and his first eight years were spent in the service of the White Motor Company. Beginning as an apprentice, he held virtually every position in the sales organization.

Mr. Bowser became a life agent in 1932, as a supervisor in the Provident Mutual's Columbus, O., office. He joined the Penn Mutual's Pittsburgh agency in June, 1933.

Opens New Chicago Agency

Alfred B. Sylvanus, who has been with the American National in Chicago, has been appointed a general agent there by the Minnesota Mutual Life. He will have offices in the Conway building.

W. B. Ford has been appointed general agent at Miami, Fla.

L. E. Douglass and G. D. Ostergren, who have been operating separate general agencies in Detroit, have now organized the Consolidated Service, Inc., in that city. Mr. Douglass was a member of the Minnesota Mutual "50 Club" for March and has a place on the senior honor roll. Mr. Ostergren is also a senior honor roll member, had a 100 percent settlement-with-app record for March and fulfilled requirements for the quota club for the first quarter.

Sparks Kansas City Manager

Ray G. Sparks has become manager for the Connecticut General Life in Kansas City, succeeding B. W. Welsh, resigned.

Mr. Sparks, after extensive experience in the grain business and later in sales and managerial work with aircraft companies, joined the Connecticut General in 1932 as soliciting agent in Kansas City. The three succeeding years he qualified for the company's honor roll of leading producers.

He has served as assistant manager of the company's Kansas City and Chicago agencies.

Joins Floyd West & Co.

Alfred Partrick, Jr., who has been home office supervisor of the Manhattan Life with headquarters at Dallas, is joining Floyd West & Co. of that city, state general agents, as manager of the life department. West & Co. have about 1,100 agents in the state representing general writing companies. These men will be used as feeders of the Manhattan Life and will receive assistance from the nine field men who are also servicing the general lines. The special agents are being equipped to serve the life department intelligently. Mr. Partrick will visit the agents, get in contact with them and prepare them for real service.

Penley District Manager

E. R. Penley, formerly of Charlotte, N. C., has been appointed western North Carolina district manager by the Washington National, with headquarters in Asheville. The office in Charlotte is in charge of P. P. McGarity & Co. Mr. Penley has been with the company 11 years.

Made Washington, D. C. Manager

James A. Maloney, with the Equitable Life of New York in Washington, D. C., has been appointed manager in that city for the Fidelity Mutual Life.

Mr. Maloney entered life insurance in

1919, following extended service overseas. He is a director of the Life Underwriters Association in the District of Columbia.

S. H. Gettis, who has represented the Fidelity Mutual in Washington for many years, is retaining his connection as associate manager in the Washington agency.

General Agent of Yeomen Mutual

B. A. Spence, for many years general agent for the Alliance Life at Fort Dodge, Ia., has been appointed general agent Yeomen Mutual Life in that city and surrounding counties. Mr. Spence is well known in northwest Iowa insurance circles and was active at Carroll, Ia., before taking over the Fort Dodge territory for the Alliance Life.

Eldredge Gets Boston Agency

Kenneth Eldredge, member of the Boston agency of Seward-Eldredge, has been appointed general agent in charge of the "Postoffice Square" agency of the Massachusetts Mutual Life in Boston. He has been with the company some years, starting as an agent in 1929. In 1933 he became assistant to General Agent Charles M. Ide and in 1934 established an agency with Mr. Seward. He is a graduate of the business college of Boston University.

Lent in New Post

Charles W. Lent has been appointed division agency manager for the Alliance Life and Mutual Casualty at Topeka, Kan. He was with the Abraham Lincoln Life from 1924 until recently, having been associate state agent in Michigan and later general agent at Toledo, O. He was one of the largest accident and health producers of that company.

Tim Crowe at Rochester

Tim Crowe, formerly in charge of the New York Life office in Utica, N. Y., is now agency organizer for the same company in Rochester. He succeeds George V. Shaw, who retired because of ill health. Thomas Cantwell now heads the New York Life office in Utica.

G. U. Silzer Resigns

G. U. Silzer has resigned as Sioux City, Ia., agency manager of the Equitable Life of Iowa. He served as manager for 10 years. He has not announced his future plans.

Fockler Agency Organizer

Stanley R. Fockler, former district manager of the Mutual Life of New York at Sioux City, Ia., has been appointed agency organizer for South Dakota, 14 counties in Minnesota, 10 counties in Iowa and six in Nebraska. He has been a member of the Quarter Million club six times.

Columbus Agency Advances Davis

J. B. Davis has been appointed associate general agent in the Columbus agency Penn Mutual Life, of which R. P. Gygli is general agent. Mr. Davis has been connected with the Columbus office as district manager for 14 years and is well known in that territory.

Lehman Agency Superintendent

Brust & Von Breton, managers Guardian Life, Los Angeles, have appointed S. K. Lehman superintendent of agencies. He has been a leading producer of the agency for seven years, with an average paid-for volume of more than \$350,000 per annum, and has qualified for a long period as a member of the App-a-Week Club.

I. G. Cantu has been appointed district manager of the Minnesota Mutual Life at Laredo, Tex.

SALES MEETINGS

Life of Virginia's Meeting

Bradford Walker Club Held Its Annual Gathering This Week at the Home Office

Members of the Bradford Walker Club of the Life of Virginia, constituting leading representatives of the ordinary agencies, had their charter member meeting in Richmond, Va., this week. At the first session, Vice-president J. E. Woodward presided, with an address of welcome by President B. H. Walker. Delegates were officially welcomed to city and state by George A. Bowles, commissioner of insurance. Addresses were delivered by Vice-president Woodward; Vice-president I. T. Townsend; John W. Murphy, supervisor, ordinary agency department; W. H. Locky, manager, new business department, and Charles A. Taylor, actuary.

Delegates were taken to Williamsburg, there to inspect the restoration project. The president's banquet had President Walker as toastmaster. The speaker was Charles C. Gilman, of the Boston Agency of the National Life of Vermont.

A highlight of one was an address by Hubert Greaves, professor of public speaking, Yale, who spoke on "Speech and Personality." Addresses followed by Dr. C. L. Rudasill, medical director; Dr. E. S. Williams, assistant medical director, and C. Fleming, editor of publications.

Officers of the Bradford Walker Club are W. G. Peele, Williamston, N. C., president; C. C. Hall, Richmond, Va., and J. K. Moore, Wilson, N. C., first vice-presidents; and J. A. Gordon, Jones Agency (Newport News, Va.), and H. H. Webb, Jr., El Paso, Texas, agency, second vice-presidents.

West Coast Producers Meet

Members of Metropolitan's \$100,000 Club in Conference at San Francisco; Other Gatherings Held

SAN FRANCISCO, April 23. — Members of Metropolitan Life's \$100,000 Club in northern California met here for the annual conference. F. J. Williams, second vice-president in charge Pacific Coast head office, conducted the meeting with John H. Almy, superintendent of agencies; Dr. W. P. Shepard, assistant secretary in charge of welfare; D. D. Beardslee, manager publication division; R. H. Nash, manager, field education and sales promotion division and George A. Quinzer, agency superintendent.

Quinzer Is Honored

Mr. Quinzer was honored with presentation of the 30 year award, having become associated with the Metropolitan as a mail boy in the home office and being transferred to the Pacific Coast office in 1928.

The Pacific Coast delegation returned to San Francisco following visits to Portland and Seattle where similar meetings were held.

Club members from Utah, Idaho and Montana gathered at Salt Lake City; Thursday, Colorado Club members met at Denver and a conference will be held at Los Angeles April 30.

American National Meet

The annual convention of the American National of Galveston is being held this week with 400 agents from a dozen states attending. A banquet closed the second day. W. J. Shaw, vice-president and secretary, is in charge of the convention. Frank S. Anderson, W. J. Shaw and W. Southerland were among the speakers.

Joint Michigan Rally Held

Columbus Mutual Life Agents and Members of State Club Gather at Lansing Meeting

LANSING, MICH., April 23.—Michigan agents of the Columbus Mutual Life held their annual meeting here in joint session with the company's Michigan state club. Executives from the home office attending were Carl Mitcheltree, vice-president and secretary, and J. A. Preston, sales manager.

Mr. Mitcheltree pointed out some of the matters occupying company managements: revision of insurance programs in the face of inflation; complexities attendant on the social security legislation; added burdens of detail put on home offices because insurance departments are requiring more information pertaining to amounts left on deposit with the company in the form of proceeds from matured endowments and death claims paid beneficiaries.

Sources of Profits

The two chief sources of profits, he said, are: savings from loading and interest earnings in excess of the rate required to maintain legal reserves. With interest earnings down, the "chief hope is to replace the diminishing margin of profit from interest with increased margins from mortality." More and more stress, he said, is being laid on factors other than physical which affect the risk and more attention is being paid to past medical history of the applicant. The underlying causes of low interest rates also affect other phases of the business as agents, striving to maintain income, are too likely to over-write willing clients and to oppose the company's adverse action on border-line cases.

Agent Should Be Interesting

Mr. Preston stressed the point that the life agent "should be one of the most interesting and stimulating men in a community because his work ties in with the basic interests of human beings to a greater extent than that of almost any other salesman."

B. E. Ludwig, Lansing, and D. R. Hoover, Detroit, were elected to the cabinet of the club. The cabinet will meet May 30 to elect new officers. Myron Hawkins, Charlotte, is the present president.

O'Malley Gives Assurances to General American Agents

John J. Moriarty, vice-president and agency head of General American Life, gave a luncheon at Kansas City for representatives of his company attending the Kansas City sales congress. About 25 were present. Commissioner O'Malley of Missouri was a guest and expressed gratification that production of General American has been gaining in recent weeks despite the disturbance caused by Equity Corporation selling its control to Southwestern Life. He said it makes no difference who owns the majority stock because operations are in charge of the management with the approval of the insurance department. He repeated his allegation that Equity Corporation wanted to take out of General American more than a fair profit. The convention examination report, he declared, will be highly satisfactory. He observed that the company must be in good shape, inasmuch as its stock was sold two years after its formation at a profit of \$20 a share.

Mr. O'Malley said mutualization of General American is assured and he predicted it would be consummated very shortly. He voiced the belief that such a step would put the company above strife and assure it of a peaceful future. "There will be no melon cutting of the

AMERICAN CENTRAL LIFE INSURANCE COMPANY

ESTABLISHED 1899

INDIANAPOLIS, INDIANA

● Agency contracts particularly designed to give maximum compensation for quality business and so drawn that renewal results in a steadily pyramiding income for the man or woman who is looking for a permanent connection.

The Columbus Mutual OFFERS

First—LOW COST INSURANCE TO SELL.

Second—LIBERAL COMMISSIONS FOR SELLING IT.
(An Unusual Combination)

Third—IDEAL WORKING CONDITIONS.

**Vested Renewals—
Unrestricted Territory—
Automatic Promotion—
Equality of Opportunity—
The Right to Build Your Own Agency—
No one to interfere, dictate or coerce—
Every influence helpful, inspirational—
Reward determined not by chance, by guess, or by favoritism, but by results—
The larger the production, the higher the rate of compensation—**

**You do not have to fight for a better contract—
You rise to your rightful level without let or hindrance.**

**THE COLUMBUS MUTUAL LIFE
INSURANCE COMPANY
COLUMBUS, OHIO**

stock," he declared. "The price will be fair to the stockholders and policyholders."

Claude Cochran, branch manager at Kansas City, presided. Among those who spoke a few words were Ed Burke, St. Louis manager, and Ralph Lennen, general agent at Columbia, Mo.

Berkshire Life's Regional Meeting to Be in Chicago

A regional meeting will be conducted by the Berkshire Life at Chicago April 30 in the office of Byron C. Howes, general agent and president of the General Agents Association. This will be preliminary to the start of the 85th anniversary national campaign to run through May. The company was incorporated May 15, 1851. Agents from Minneapolis, Des Moines, St. Louis, Indianapolis and adjacent territory probably will take part in the Chicago meeting.

Bankers Mutual Detroit Meeting

A spirit of optimism and plans for an educational system for new agency material featured the sales congress of the Bankers Mutual Life of Freeport, Ill., at Detroit, attended by 40 Michigan agents. The speakers were as follows: Harvey Campbell, secretary Detroit chamber of commerce; W. A. James, advertising manager Hudson Motor Company, who discussed salesmanship and time control; John Kennedy, Detroit producer, Equitable Life of New York, and the following home office officials: J. C. Peasley, president; Dr. C. L. Best, medical director; A. P. Woodruff, first vice-president, and M. V. Peasley, vice-president and manager of agents.

Yeomen Mutual Conferences

T. H. Young, superintendent of agents Yeomen Mutual Life, has returned from an agency tour, conferences being held in Denver with General Agent H. S. Bailey, in Lincoln with General Agent C. A. Daniels, and in Omaha with General Agent Paul Graham. The meetings were preparatory to the regional sales conference for Colorado, Nebraska and South Dakota in Lincoln April 24.

Farmers & Bankers Meet

The Farmers & Bankers Life held a three-day convention at Excelsior Springs. Officials present included President H. K. Lindsley, J. H. Stewart, Jr., vice-president and treasurer, and Frank B. Jacobshagen, secretary. J. M. Holcombe, Jr., and J. H. Jamison of the Sales Research Bureau were also present.

C. E. Mitchell's Leaders Rewarded

C. E. Mitchell of Springfield, Ill., state manager of the Business Men's Assurance, brought six prize winning members of his organization to the head office in Kansas City last week. They were entertained at dinner by President W. T. Grant, Agency Manager J. C.

Higdon and Assistant Secretary M. C. McKay. Mrs. Grant and Miss Frances Grant attended.

Des Moines Agency Meeting

The annual Des Moines agency sales meeting of the Mutual Life of New York was held there Thursday. C. E. Brown, agency manager, was in charge. Speakers included T. G. Scanlon, agency organizer; R. L. Compton, service representative, and Dr. E. G. Lockhart,

professor of psychology, Drake University.

John Hancock Meetings

The Newark and New York general agencies of the John Hancock Mutual Life will meet with President Cox in New York City May 6. The following day members of the Elizabeth, Hackensack, Jersey City, Hoboken, Passaic and Paterson districts will meet the president, also in New York City.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and March respectively. PRICE, \$5.00 and \$2.00 respectively.

New State Mutual Policy

Family Maintenance Contract Will Be Available May 1; Underwriting Liberalizations Prepared

A new contract called the family maintenance policy has been announced by the State Mutual Life. It pays income for 10, 15 or 20 years from date of death, after which the face amount is paid. In addition, policyholders have the privilege of converting part or all of the term element without examination within a stated number of years. The company already issues a family income contract, which pays income from death until expiration of a stated number of years after issuance of the policy.

Available May 1

The new contract will be available May 1, at which time certain underwriting liberalizations will become effective. These include: Adoption of a partial aviation exclusion rider which will be used in most states; and the advance in amounts of insurance acceptable on male and female lives under life, endowment, and term plans.

Union Mutual Brings Out Insurance Annuity Policy

The Union Mutual Life, Portland, Me., April 1 put in effect rates on the new retirement income plan, known as "insurance annuity." This is a participating contract on the regular legal reserve basis, that provides retirement income beginning at ages 55, 60 or 65, with \$1,000 life insurance prior to maturity as a retirement income. When the policy approaches maturity cash value becomes greater than face amount, when the insurance is for the cash value.

At retirement age the insurance ceases and the insured receives an income of \$10 a month per unit for 120 months certain and for life. Waiver of premium disability is an optional feature.

Upon maturity the insured has the option of taking the cash value in place of monthly income, which is: Insurance annuity at age 55, \$1,646; at 60, \$1,484; at 65, \$1,338. These cash values do not include dividend accumulations. No policy will be issued to provide less than \$10 monthly income. The rates per unit of \$1,000 insurance and \$10 income are:

Age	Inc. at 55	Inc. at 60	Inc. at 65
20	\$36.36	\$28.84	\$23.94
21	37.77	29.82	24.63
22	39.29	30.84	25.36
23	40.92	31.93	26.13
24	42.65	33.09	26.95
25	44.50	34.31	27.81
26	46.51	35.62	28.73
27	48.65	37.02	29.70
28	50.97	38.51	30.72
29	53.49	40.12	31.82
30	56.21	41.82	32.98
31	59.18	43.67	34.21
32	62.41	45.65	35.55
33	65.95	47.80	36.95
34	69.84	50.11	38.46
35	74.12	52.62	40.08
36	78.87	55.34	41.83
37	84.18	58.32	43.70
38	90.11	61.58	45.72
39	96.79	65.14	47.90
40	104.38	69.09	50.27
41	113.07	73.46	52.84
42	123.11	78.32	55.64
43	134.81	83.76	58.70
44	148.68	89.89	62.07
45	165.33	96.83	65.78
46	185.79	104.79	69.88
47	210.11	113.97	74.45
48	238.48	124.68	79.54
49	271.11	137.30	85.26
50	309.11	152.46	91.74
51	352.68	170.44	99.14
52	402.11	191.73	107.64
53	458.68	216.87	117.53
54	522.68	246.51	129.17
55	594.68	281.45	143.95

A new rate book and manual has been issued. Included are two new policy forms, the educational endowment at 18, a juvenile policy, and the insurance annuity. Single premium annuity rates have been reduced.

Berkshire Increases Scale

The Berkshire Life announces a 10 percent increase in its dividend schedule, which goes into effect May 1.

London Life

The London Life, London, Ont., has put its participating rate structure on a 3 percent reserve basis. Increases in

premium rates for this purpose have already taken effect, though more liberal dividends to policyholders are at the same time announced. An advance was made in non-participating rates last December.

AGENCY NEWS

Plan One-Day Sales Session

In honor of the tenth anniversary of Manager George C. Perkins as head of the Newark agency of the Mutual Life of New York, the agency has arranged for an all day-sales congress May 1. Both morning and afternoon sessions will be devoted to educational and inspirational talks by several home office officials.

Grant Hill Is Honored

Grant Hill, director of agencies, and Nelson Phelps, assistant director of agencies Northwestern Mutual, visited the Providence, R. I., agency April 16. As a tribute to Mr. Hill on his first official visit in Providence, the agency held a one-week drive in his honor and at the luncheon presented him 31 applications for \$225,000 of business. E. T. Lothgren is general agent.

Has Seven in First 100

Of the 100 leaders in business delivered by all of the representatives of the Massachusetts Mutual Life in its 81 agencies for the first two months of this year, the C. O. Fischer agency of St. Louis had seven representatives listed: R. D. Lowenstein, Mrs. B. M. Elkas, A. E. Veith, J. W. Leigh, R. E. Lord, A. M. Tebbetts and H. R. Davis. Mr. Lowenstein is the leader in production of the St. Louis group.

North American Life Contest

A sales contest for Wisconsin agents of the North American Life will be conducted during April to qualify for the statewide meeting to be held in Milwaukee sometime in May. The spring meeting will be held in place of the meeting postponed from earlier this year.

Carstens Newark Speaker

Otto Carstens, supervisor Travelers, Newark, will speak on "The Training of New Agents" at the dinner meeting of the Life Supervisors Association of New Jersey in Newark on April 30.

American Institute Meeting

The annual meeting of the American Institute of Actuaries will be held at the Hotel Nicolle at Minneapolis, June 4-5. The National Association of Insurance Commissioners will meet in St. Paul the following week.

G. H. Albers, 68, for several years in local agency work in San Antonio, died at his home there. He was the father of J. M. Albers, San Antonio agency manager of the Central Life of Illinois.

Answers to 208 Questions of Ohio Insurance Department

Every Life Insurance Agent appointed in the State of Ohio after June 30 will be required to pass an examination to secure a license to sell in that State, this examination to be conducted by the Ohio Division of Insurance.

A booklet containing the 208 questions from which the examination will be taken, together with answers prepared by The Diamond Life Bulletins in cooperation with Actuaries and C. L. U. Managers

and Agents, is now available. The answers as given are satisfactory to, and on file with, the Insurance Department of Ohio.

These questions and answers are so comprehensive that they will provide adequate study for examinations in any State. Not only is the "Life Questions with Answers" booklet indispensable for a person preparing for an examination, it is equally valuable for training new Agents or conducting weekly meetings.

	Prices
Single copies	50c
5 copies, each	45c
10 "	40c
25 "	35c
50 "	30c
100 "	29c
250 "	27c
500 "	25c

Diamond Life Bulletins

420 E. 4th St., Cincinnati, Ohio

Send me booklets containing the 208 Ohio license examination questions with answers, covering Life Insurance.

I enclose \$.....

Name

Street

City and State

NEWS OF LIFE ASSOCIATIONS

Solenberger May Be Chief

Slated for Elevation to President of Illinois Association at Springfield Meeting, April 24

H. M. Solenberger, general agent Mutual Benefit Life, Springfield, Ill., probably will be elected president of the Illinois Association of Life Underwriters at the annual business meeting to be held at Springfield the night of April 24. Mr. Solenberger is first vice-president, and last year was president of the Springfield association, of which he is a charter member. He is chairman of the legislative committee of the state association.

He was born in Illinois, raised on a farm and was graduated from the University of Chicago in 1902, entering life insurance work the next year as special agent of the Mutual Benefit in Chicago. He was appointed general agent at Springfield in 1908, covering 62 counties in the central and southern part of the state.

Large Attendance Anticipated

The state meeting will be held at the Leland hotel, where the annual sales congress sponsored by the state and Springfield associations will be held April 25. Attendance of about 500 agents from throughout the state is anticipated from 18 Illinois communities. The state meeting will be at a dinner. J. M. McClenaghan of Elgin, president, will preside. Other officers are: First vice-president, Mr. Solenberger; second vice-president, T. H. Ellis, Rock Island, and secretary-treasurer, W. M. Lateer, Peoria. Members of the board are C. F. Axelson, Chicago, past president; M. W. Colby, T. H. Ellis, F. W. Howland, and T. A. Lauer.

The program for the congress includes F. H. Davis, agency vice-president Penn Mutual; Paul Speicher, Indianapolis, Research and Review; F. G. Bray, Chicago, New England Mutual; J. E. McNamara, Chicago, Equitable Life of New York, and Director Palmer of Illinois.

President McClenaghan appointed a nominating committee consisting of Mr. Axelson, chairman; N. P. Blanchard, Champaign, and F. P. Beiriger, Rockford. The Aurora association has instructed delegates to invite the 1937 meeting of the Illinois association to that city.

Toledo Sales Congress Held

Successful Meeting Featured a Number of Helpful and Inspiring Addresses By Experts

TOLEDO, April 23.—Life salesmen in Toledo and northwestern Ohio are going about their work this week with renewed vigor as a result of the inspiration received at the annual sales congress, sponsored by the Toledo Association of Life Underwriters, last Saturday. Work of the Ohio department was outlined by Superintendent R. L. Bowen. He extolled the records of life companies and said Ohio companies had an especially good depression record. He said that beginning in July agents will be required to get a passing grade on a list of questions before they will be licensed.

Selling Qualifications

Henry W. Abbott, Pittsburgh general agent Massachusetts Mutual Life, listed ten qualifications for a successful life salesman; including: Know your business; love your business; learn a proper approach. Any man who really wants to can sell \$1,000,000 of insurance each year, Mr. Abbott said.

Charles E. Hodgman, Mutual Benefit Life, Detroit, spoke on "My Experience in Prospecting." A. R. Jaqua, associate editor Diamond Life Bulletins, Cincinnati, spoke on "Individual Security." N. L. Schmid, sales manager Woolson Spice Co., gave an address on "The Psychology of Personality in Salesmanship." The final address, "Carry On," was by Jesse P. White, Sandusky, O., manager Metropolitan Life.

* * *

Utz New Missouri Head

As a curtain raiser to the big sales congress of the Kansas City Life Underwriters Association, the Missouri association held a dinner meeting there attended by about 40. Decision was reached to hold the annual state meeting in Columbia in the fall at a time when a good football game is scheduled there.

George Hackman, Guardian Life, Kansas City, the retiring president, had the gavel. S. T. Utz, Penn Mutual, St. Joseph, was elected president, D. R. Alderman, Kansas City Life, Kansas City, and W. Scott Smith, Pacific Mutual, St.

Louis, are the new vice-presidents and J. W. Moore, Springfield, is secretary.

* * *

Plan for Life Week

Widespread plans are being made to focus the attention of the country on the value of life insurance during Life Insurance Week, May 11-16. General chairmen for the week are being appointed in many cities as follows:

Des Moines—Harry Hoskins; Los Angeles—John H. Russell, Pacific Mutual Life; Salt Lake City—Carl R. Marcusen, Pacific National Life; Richmond—Parks P. Duffey, Connecticut General; Jacksonville, Fla.—E. Jay Becker; Chicago—William M. Houze, John Hancock Mutual Life; Appleton, Wis.—J. B. Davis.

Toledo.—H. P. Gravengaard, New England Mutual Life.

* * *

Salt Lake City—A dramatic sketch in which the advantages of life insurance were cleverly set forth, was given by members of the association. The program was under the direction of L. E. Penrose, Beneficial Life, assisted by Frank Mozley, Beneficial Life, and W. M. Anderson, Prudential.

* * *

Mississippi—"The Social Security Act" was discussed by Dr. J. O. Segura, vice-president and agency director Lamar Life. President Jesse Bounds, Lamar Life, spoke briefly.

* * *

Austin, Tex.—Speaking on "The Evolution of the Wheel," Pat Moreland, secretary to Governor Allred, said the advancement of the machine age presents a problem to be met by oncoming generations of closing the gap between technological employment and unemployment of men. He contrasted the methods of living and employment 100 years ago and today.

* * *

Des Moines.—R. B. Hull, managing director National association, spoke on "Individual Provision vs. Governmental Bounty."

* * *

Corpus Christi, Tex.—Ronald Vincent, assistant state manager Travelers, Dallas, spoke on "How to Increase Commission Income for 1936." He emphasizes the value of preparation through the study of life insurance, the services it renders and its proper presentation; the importance of time control in making an effective daily program and the use of visualized presentation in making interviews successful.

* * *

Sterling, Ill.—F. G. Bray of Chicago, agency supervisor New England Mutual, addressed the April meeting of the Sterling-Rock Falls association on "Life Insurance Is Protected Property."

* * *

Lincoln, Neb.—R. B. Hull, managing director National Association, talked on whether life insurance men should swing along with present-day tendencies, in which common conversation concerns itself not with the age-old virtues and qualities but with the old-age benefits and all kinds of relief and subsidies. He feels that the agitation for social security will greatly increase life insurance buying.

* * *

Chattanooga, Tenn.—James I. Russell, general agent Northwestern National at Knoxville, spoke on "Fundamentals of Life Insurance." The association now has a membership of 140, an increase of 35 in the last four months.

* * *

Buffalo.—C. H. Voorhees, general counsel Connecticut General Life, spoke. Nominations for directors were made, the election to be held May 15.

* * *

St. Paul.—James A. Worsham, writer on economic subjects, will speak April 27 on "New Strategies in Selling."

* * *

Cincinnati.—John Morrell, Chicago, leading agent Equitable Life, N. Y., who paid for \$3,056,340 on 89 lives in 1935, will speak May 13 on "Seven Pillars of Wisdom."

* * *

Newark.—Ernest W. Owen, Detroit, manager Sun Life of Canada, will be the luncheon speaker at the sales congress of the Life Underwriters Association of Northern New Jersey in Newark Tuesday.

* * *

Atlanta, Ga.—Henry E. North, vice-president Metropolitan Life, will make the principal address this week. Baxter Maddox, president of the association will preside. O. Sam Cummings, secretary National association will be a guest and will talk on "Time Control—Planning."



General Agency Openings

with

A GREAT COMPANY

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A Company that has

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(Both First Year and Renewal Commissions)

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(designed to fit every need)

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Practical assistance and co-operation in the field

Enjoy the advantages of

**COMMONWEALTH CORDIAL
CO-OPERATION
IT WORKS**

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J. Herbert Snyder,
Agency Vice-President.

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LOUISVILLE, KY.**

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SYSTEMATIC SAVINGS

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TAKE BOTH Life men who write automobile or fire insurance, as well as life, should read The National Underwriter (Fire, Automobile and Casualty Section, \$4 a year), as well as the Life Insurance Edition. Both on one subscription, \$5.50 a year. Send order now to A-1946 Insurance Exchange, Chicago

As SEEN FROM CHICAGO**USE TIME CONTROL PROGRAM**

The F. J. Budinger agency of the Franklin Life in Chicago has just received the certificate, indicating it to be the leading agency in paid business for the first quarter of 1936. Its production for this period is 68 percent on a paid basis over the same period during 1935.

All of the agents in the Budinger agency operate on the time control program, and a recent study covering several thousand hours reveals the following information:

1935 Weekly Average per Agt.		Results for the 1st Quarter of 1936
9	Planning Hours	11
32	Soliciting Hours	30
37	Calls	35
8	Interviews	8
1	Applications	1.2
\$3,346	Volume	\$3,758
11	Leads	7
	Calls per \$1,000	9

Mr. Budinger believes that these figures indicate definite progress in the plan of assisting individual agents, particularly in view of the fact that the early part of the first quarter of 1936 presented extremely difficult sales conditions because of very cold weather as was indicated by the drop in life insurance sales all over the country.

* * *

VALUATION OF ANNUITIES

The "Estate & Tax News," issued by the Harris Trust & Savings Bank, makes the following comment on the valuation of annuities.

"The 1936 edition of Regulations 79, released March 5, 1936, has considerably clarified the methods to be used in valuing gifts of annuities and annuity contracts. Annuities from trusts or under wills, inter-family annuities, and annuities payable by one person to another are to be valued on the basis of the Actuaries' combined experience table of mortality with interest at 4 percent. The former regulations prescribed the same method for the valuation of such annuities.

"The method of valuing gifts of annuities issued by life insurance companies has been changed. Annuities issued by a company regularly engaged in selling such contracts are to be valued through reference to the price charged by the company for the particular, or a similar, contract. Thus, where a donor purchases an annuity from a life insurance company for the benefit of another, the value of the gift is the cost to the

donor. On the other hand, if a donor gratuitously assigns an annuity contract which he purchased from a life insurance company in a prior year, the value of the gift is the amount that the company would charge for a similar contract on the life of a person of the attained age of the donor as of the date of the gift."

* * *

STOCK QUOTATIONS

H. W. McKinney of G. L. Ohrstrom & Co., Board of Trade building, Chicago, gives the following quotations on the stock of life companies:

	Par	Div.	Bid	Asked
Aetna Life	10	.60	37 1/2	38 1/2
Alliance Life	1	1 1/4	2	2
Bank Nat. Life	1.00	19	21	21
Central Life, Ill.	10	...	7	...
Cent. States Life	5	...	2	...
Colonial Life	100	10.00	235	255
Columbian Nat.	100	4.00	90	100
Conn. Gen. Life	10	.80	49	51
Cont. Am. Life	10	1.20	30	35
Cont. Assurance	10	2.00	42	44
Farm. & Traders	100	10.00	185	215
Fed. Life, Chgo.	10	...	5	10
Girard Life	10	.40	10 1/2	12
Great Nor. Life	10	...	7	9
Great South. Life	10	2.50	35 1/2	37 1/2
Life of Va.	20	3.00	90	105
Lincoln, Nat.	10	1.20	30	32
New World	10	.40	7 1/2	8 1/2
Northw. Natl.	5	...	13 1/4	14 1/4
North Amer.	2	...	3 1/2	4 1/4
Ohio National	10	1.00	22	25
Ohio State Life	100	10.00	225	26
Old Line Life	10	.60	14 1/2	16
Pacific Mutual	1	...	16 1/2	17 1/2
Philadelphia Life	10	...	3 1/2	4 1/2
Provident Life	10	.80	12	...
Rockford Life	10	...	4	8
St. Louis M. Life	10	...	7	...
Sun Life	100	...	510	530
Travelers	100	16.00	610	620
Union Central	20	1.20	35	45
Wisconsin Natl.	10	.50	14 1/2	16

Effect of the Security Act on Private Pension Plans

(CONTINUED FROM PAGE 3)

ify his workers; eliminate payments made to workers which are not construed to be wages; complete and file returns in the form required; pay contributions in the manner set forth in the official instructions.

The present status of rulings affecting life companies in the application of federal and state unemployment insurance acts was discussed by R. L. Hogg, assistant general counsel Life Presidents Association. While the pioneer legislation is the Wisconsin unemployment reserves and compensation act, the federal social security act is the most important through its stimulation of com-

panion or supplementary state legislation, Mr. Hogg pointed out.

"Since state legislation was to a certain extent dependent upon the federal act, it had been assumed that the social security board, for the sake of uniformity, would adopt rules and regulations which could be followed in the various states," said Mr. Hogg.

"This course was not followed possibly because opponents of the entire program, as an argument against its validity, declared it was coercive and by indirect direction forced enactment of supplementary state legislation. The board, therefore, has been rather quiescent so far as definite rules and regulations are concerned."

Summary of Laws

Mr. Hogg gave the following summary of laws in 12 jurisdictions: In Mississippi, Washington, and Utah there are no regulations since the law is not in operation; Indiana's legislation is too recent for adoption of regulations; a memorandum has been filed but no rulings made in Oregon; a ruling was obtained in Wisconsin before adoption of the federal act; in Massachusetts the original law exempted life agents but if the governor signs an amendment now awaiting his action it will be necessary to ask for a ruling.

Anniversary Cakes Awarded

More than 275 fruit cakes of varying sizes, awarded to agents of the Central Life of Iowa in connection with a production drive celebrating its 40th anniversary, are now on the way to their winners.

The Larson & Larson agency, Madison, Wis., produced the largest percentage above agency quota of any agency. Individual leaders were O. L. Welch, Oklahoma City, for the greatest volume; J. B. Lindner, Cleveland, greatest number of applications, and T. W. Melham, Milwaukee, greatest amount of premiums.

The contest extended over 40 days, representative of the company's 40 years of growth and achievement.

More Active in Mortgage Field

Life insurance companies are more actively entering the farm mortgage investment field in the middle west. Figures compiled by the federal land bank at Omaha show that during 1935 the companies loaned \$25,000,000 as compared with \$15,000,000 the previous year; commercial banks and trust companies, \$22,000,000, an increase of \$12,000,000, while the federal bank loans decreased from \$229,000,000 to \$99,000,000. These figures cover the four states of Iowa, Nebraska, South Dakota and Wyoming, served by the land bank.

"From the Cradle to Retirement" No. 4

THE NEED: Temporary low cost protection (for mortgage coverage or other purposes) followed by permanent insurance.

THE CONTRACT: Initial Term Insurance

Written by Atlantic Life for 2, 3 or 4 years, then automatically converting to standard forms of insurance on life or endowment plans, both annual dividend and non-participating. This desirable contract offers immediate full protection at minimum cost with provision for regular coverage at agreed date and on definite terms.

Atlantic Life Insurance Co.

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LEGAL RESERVE FRATERNALS

Waldorf-Astoria Is Selected

To Be Headquarters of National Fraternal Congress Annual Meeting in New York

Members of the executive committee of the National Fraternal Congress have selected the Waldorf-Astoria as headquarters hotel in New York City for the annual meeting Aug. 24-26.

The meetings of the several sections will be held Monday, Aug. 24. The congress will be called to order by President Peter F. Gilroy in the air-conditioned Sert Room at 10 a. m., Tuesday.

President Gilroy promises an interesting program. Through lack of time at the Pittsburgh convention last year, reports of the various standing committees were filed with the official reporter unread. President Gilroy announces that these committee reports will be read to the convention and discussion invited.

The New York Convention & Visitors Bureau and the publicity director of the Waldorf-Astoria will cooperate in publicizing phases of the convention which the executive committee desires emphasized in newspapers and press associations.

Bradshaw of W. O. W. Guest Editor of Omaha Newspaper

OMAHA, April 23.—First to inaugurate a daily policy of "guest editor" of the Omaha "News Bee," Hearst newspaper, was De E. Bradshaw, president Woodmen of the World. In his "guest editorial" Mr. Bradshaw inferentially pleaded for a broader base for federal

levies so the vast majority of citizens who pay no direct federal tax may become more tax conscious, and therefore more anxious to reduce governmental expenditures. Said "Editor" Bradshaw:

"It is contended that a continuation of federal expenses for new purposes and in growing amounts will ultimately work a destruction of our valuable federal government. If provision were made so that an unlimited levy of taxes might be made to pay all outstanding government bonds and interest thereon and all persons and property might be drafted in the event of war, and that only a limited amount—say 1 percent of the net profits or earnings—might be levied for all other federal purposes, there would be an elimination of many causes for war and a vast reduction in federal expenses. Some believe the passage of such an amendment to the constitution would insure the beginning of a great era for business."

Licenses to Fraternal in Oklahoma Granted

OKLAHOMA CITY, April 23.—Foreign fraternalists that have filed application for license and complied with all legal requirements will be granted licenses, it was decided by the Oklahoma Fraternal Insurance Board. The action was taken upon motion of Commissioner Jess G. Read, secretary, after heated discussion as to whether licenses should be issued to fraternalists before they begin paying the same taxes required of old line companies. The state has won five suits in its efforts to collect more than \$2,000,000 in such taxes alleged due but payments are being withheld pending the decision of the supreme court. Licenses were refused the Provident Mutual of Oklahoma City and the Oklahoma Insurance Union of Shawnee, which is in the course of organization, but were granted to all other domestic associations that have made application.

Forbis Assistant Manager

W. S. Forbis, San Antonio, who has been district manager Woodmen of the World, has been appointed by R. E. Miller, Texas manager, as assistant state manager. Mr. Forbis is chairman of the board of the Texas Fraternal Congress. His new headquarters will be in Dallas.

Social Security Is Discussed

The social security program and how it affects life insurance was discussed by H. Hinnenthal of the Aid Association for Lutherans, Appleton, Wis., at a meeting in Green Bay, Wis., of the Fraternal Life Underwriters Association of northeast Wisconsin and upper Michigan. B. E. Mayerhoff, Aid Association, presided as president. A. J. Caldwell, Equitable Reserve, Neenah, secretary, reported growth in membership. The next meeting will be held July 13 at Sturgeon Bay, Wis.

Homesteaders in Test Suit

The Homesteaders Life of Des Moines is the fourth fraternal to bring suit against the Iowa department to restrain collection of premiums tax. The amount involved is \$824. Other insurers which have sued to test legality of the tax are Yeomen Mutual Life, Lutheran Mutual Aid and Modern Woodmen.

Argue Missouri Tax Issue

KANSAS CITY, April 23.—Superintendent O'Malley's motion to remand his suits against fraternalists for back taxes from the federal to the circuit court was argued April 20 before Judge Reeves of federal district court, who took the motion under advisement. The Missouri superintendent several months ago filed suits against the principal fra-

ROYAL NEIGHBORS OF AMERICA

FORTY-ONE YEARS OF SERVICE

Royal Neighbors of America was chartered as a fraternal benefit society in the state of Illinois on March 21, 1895. Since that time the society has faithfully provided a dual service of insurance and true fraternalism for members numbering in the hundreds of thousands.

The history of Royal Neighbors of America reveals that its fundamental principle of twofold service has been an outstanding success. This success is reflected in the steady growth of the society and in statistics which place Royal Neighbors of America among the leaders in its field.

● One of the largest fraternal benefit societies.

Membership
598,014.

● Operates home for aged dependent members.

Admitted Assets
\$56,686,146.

● Maintains fraternal fund to assist needy members.

Total claims paid
\$87,937,415.

● Writes modern forms of life insurance for women, men and children.

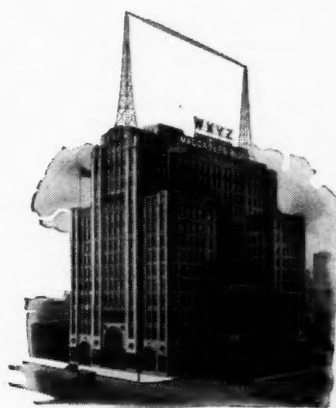
Insurance in force
\$467,330,469.

● Provides free health service.

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THE MACCABEES

58 Years Old with 203,744 Adult and Junior Benefit Members



Home Office Building

Life, Health, Accident and Retirement Income Protection. Health, Hospital and Relief Service. Two Old Age Homes.

Celebrating this year the 50th Year—Golden Anniversary—of the founding of the Ladies of the Maccabees, the first fraternal benefit society organized exclusively for women.

NEW MEMBERS IN 1935

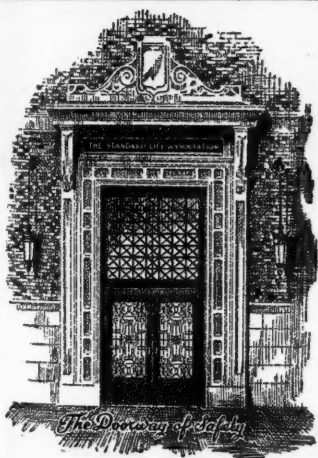
Adult—20,746—A gain of 30% over 1934

Junior—30,172—A gain of 31% over 1934

C. L. BIGGS
Supreme Record Keeper

E. W. THOMPSON
Supreme Commander

DETROIT, MICHIGAN



Stability — Safety
Performance

ASSETS
\$13,750,000.00

CLAIMS PAID
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Lawrence, Kansas

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STANDARD
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COMPARISON



EQUITABLE LIFE
OF OMAHA

THE RECORD SHOWS

THIRTY YEARS

of

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THE LAFAYETTE LIFE INSURANCE CO.

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LAFAYETTE, INDIANA

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Monumental Life policies are free from all doubtful frills and special features. Pure life insurance, designed for the greatest protection at the most economical cost. Insurance for the thrifty man and a company in which both agent and policyholder can place entire trust and the utmost confidence. A secure connection for live, progressive agents.

MONUMENTAL LIFE INSURANCE COMPANY

PAUL M. BURNETT, President
CHARTERED 1858
HOME OFFICE BALTIMORE, MD.

"Fraud in Medico-Legal Practice" by Sir John Collie, price \$3.50. This is an important practical work for claim adjusters, dealing with accidents and illness. It is sold by The National Underwriter.

ternals in Missouri for 2 percent premiums tax back to 1897. The fraternal secured a transfer of suits from circuit to federal court on grounds there was diversity of citizenship, and because O'Malley brought the 14th amendment into the issue.

No Licenses Are Withheld

No certificates of authority to transact business are being withheld by the Iowa insurance department for failure of fraternal to pay the insurance tax. Notices are being attached to certificates stating that litigation concerning the legality of the tax will determine the further action on issuance of certificates and collection of the tax.

Royal Neighbors in Convention

NORTH PLATTE, NEB., April 23.—Two hundred delegates from 33 Nebraska counties gathered here for the annual convention of the fifth and sixth Nebraska districts Royal Neighbors. Principal speaker was Mrs. Eva Childs, Council Bluffs, Ia., past supreme oracle.

Addresses of welcome were delivered by Mayor Temple and Mrs. Lillian Westfall, both of North Platte.

Protected Home Circle Loss

The Protective Home Circle temple at Sharon, Pa., was destroyed in a \$1,000,000 fire Tuesday. S. H. Hadley, its supreme president, is vice-president of the National Fraternal Congress.

W. O. W. in Increase

A \$2,641,755 increase in new business in March is reported by the Woodmen of the World, Omaha. Total in the month was \$24,554,075. The record came as a climax to a 30-day campaign in "President's Month" in honor of President De E. Bradshaw.

Woodmen Circle Is Sued

OKLAHOMA CITY, April 16.—The state brought action against the Woodmen Circle for \$86,587 in district court, asking \$6,800 interest, \$67,287 premium tax and \$13,500 penalty.

WITH INDUSTRIAL OFFICES

Second Beneficiary Is Not Bound by Results of Suit

LINCOLN, NEB., April 23.—The Prudential lost a case in the Nebraska supreme court involving an industrial policy where its defense was that the person whom it had elected to treat as the beneficiary under the facility of payment clause, having lost a suit to recover because the policyholder had made false representations as to the state of his health, it was discharged of liability. The case involved legal questions that have never been presented to any court of last resort, and was treated by the company's attorneys as of major importance.

The court upheld a judgment for the proceeds of the policy, the defense of misrepresentation having failed before the second jury, upon suit by the administratrix, named as beneficiary. The court says that the company, under this clause, may elect to pay a third person who has shown an equitable interest, and having paid it is relieved of liability, but it cannot elect not to pay and secure its release from such a party under this clause. The court holds that such a third party has no legal right to maintain an action, but that the administratrix, not having been a party, is not bound by a decision, and that where the insurer successfully defends an action brought by the third person the liability of the insurer is not thereby discharged.

Increases Guarantee Salary

The Conservative Life of South Bend announces a drastic increase in guarantee salary to both superintendents and agents, beginning May 1. About 90 percent of all superintendents will receive an increase of 12½ percent and 44 percent of all agents, an increase in guarantee of 66⅔ percent. The average agents will receive increases ranging from 5.26 percent to 53.8 percent.

National L. & A. Promotions

The National Life & Accident has promoted C. P. McCurdy from superintendent at Rome, Ga., to manager at Johnson City, Tenn. The following superintendents have been named: W. A. Armstrong, Canton, who goes to Columbus; W. J. Marcotte, New Orleans; LeRoy Adams, Abilene, Kan.; G. M. Denham, New Orleans; and R. L. White, Rome.

C. L. Groover Is Promoted

C. L. Groover has been made industrial underwriter at the head office of the Life & Casualty at Nashville. He

started in insurance at Atlanta as an agent of the company in 1927. He was made superintendent in the Athens, Ga., district in 1930. Then he became district manager at Greenwood, S. C., and in January, 1935, he was appointed district manager of the Charleston, S. C., district. He attended the Georgia Tech. The week of April 20 has been set aside as "Groover Week" in the field for extra effort in both industrial and ordinary.

Shows Continuous Increase

The National Life & Accident is showing a rather remarkable record in its continuous increase. Since June, 1933, it has uninterruptedly kept up its increase, leap by leap, for almost three years.

NEW YORK NEWS K

T. M. RIEHLE'S NEW PROFILE

T. M. Riehle of New York appeared at Kansas City for the mid-year meeting of the National Association of Life Underwriters in fighting trim. Since the first of the year he has been shunning the carbohydrates and is some 20 pounds less hefty. He now presents a lissome appearance, that is most becoming. Mr. Riehle, general agent for the Equitable of New York, is the immediate past president of the National association.

* * *

LIFTON AND BERRY AS HOSTS

A. J. Lifton and Bernard Berry, recently appointed general agents of the United States Life in New York City, were hosts to officers of the company and of the American International Underwriters, with which the U. S. Life is affiliated, also to a number of local life insurance men at the opening of their new agency April 18. Mr. Lifton has been in the insurance business since 1920. Mr. Berry was formerly with the Louis Reichert agency of the Travelers in New York City, writing a large volume of personal business.

Ben S. Graham, vice-president in charge of agencies, states that the company's March paid-for business was 23.7 percent ahead of March, 1935, and business for the year to date is 6.5 ahead of the same period last year.

* * *

BOOKSTAVER AGENCY LECTURES

The Bookstaver Agency of the Travelers in New York City has inaugurated a new series of educational lectures on specialized branches of life insurance, the first meeting being held this week. "Group Insurance and Its Money-mak-

ing Possibilities" was covered by E. S. Tank, group supervisor of the Travelers. Agency Manager Elias Klein showed how by-products of group insurance can be developed to yield even greater earning possibilities than the basic plan. The agency was ahead in new business 52 percent in February and 78 percent in March.

* * *

The J. S. Myrick agency of the Mutual Life of New York in New York City is moving upstairs in its present building. Executive offices will occupy the entire sixth floor and agents' offices will be on the fifth floor. The Myrick agency is one of the largest in the city.

President of Rome Company

John M. Graham, president of the National City Bank of Rome, Ga., has been elected president of the State Mutual Life of that city which has recently been reorganized after being in the hands of the Georgia department since 1915.

"Selling the Salary Insurance Plan," by Richard L. Place, shows the possibilities of quantity production of life insurance by the salary deduction plan. Price, \$2. Order from the National Underwriter.



HOME OFFICE OPENINGS

Openings in Ohio and Illinois for a limited time under our new, liberal General Agency Contract. Unusual opportunity for aggressive life men to take advantage of an expansion program which includes a complete change of agents working contract for all standard forms of ordinary policies including juvenile and annuities. " " "

Write for
**COMPLETE
DETAILS**

C. E. LINDEMANN
Superintendent of Agencies

THE GENERAL MUTUAL LIFE INSURANCE CO.

VAN WERT, OHIO • C. M. Purmort, Pres.

Your Own General Agency IF YOU QUALIFY

Inquire of
BEN S. GRAHAM, Vice Pres.

UNITED STATES LIFE INSURANCE COMPANY

101 5th Ave. NEW YORK

SALES IDEAS AND SUGGESTIONS

Opportunities and Methods Outlined at Kansas City

The Missouri Life Underwriters Association's annual meeting and the National council's semi-annual conference stimulated the attendance at the annual sales congress of the Life Underwriters Association of Kansas City to the 500 mark.

Competition today is not between one company or one underwriter and another, but between one industry, one business and another. Consequently, according to H. J. Johnson, Pittsburgh, general agent Penn Mutual Life, "if I want to survive, I have to be able to anticipate what other industries are going to do—what the trends are in those industries and businesses competing with me for the prospect's dollar. I am interested in trends, then, because my job depends on my ability to anticipate what is going to happen.

Trends Control Sales Activities of Life Men

"Trends actually do, somewhat, control our sales activity. When the depression first set in, we began to sell insurance as the best investment in the world. We took advantage of a trend. In response to declining incomes, we sold term and cheap insurance to give the largest amount of protection for the least amount of money.

"Last year we sold insurance to conserve estate taxes. "If such things have been happening to influence our business, and therefore us, then similar things will happen again. It is part of my job to learn how to foresee and take advantage of them before they go by and are history.

"One trend developing today will enable us to sell more insurance during the next four or five years. In our agency we formerly sold 15 percent, but are now selling 45 percent of our business as retirement income. I believe this trend is going to continue.

"We may not agree with all that is being said, economically and politically, on this subject, but we will have to admit it is causing people to think in terms of something we sell. Persons now can see that when they reach 50 their economic life will be pretty well over. Some are beginning to recognize that the governmental basis is not the surest way of doing it, but that life insurance is.

Policyholder Needs More Insurance to Maintain Standard

"Prices are beginning to go up. Inflation? Yes. But we had it from 1920 to 1929. Aware of it and its significance, we should make it an asset and not a liability. With it, the policyholder needs more insurance to maintain the same standard of living.

"As prices go up men naturally will turn to markets. But we know he needs money management today as much as ever. He has not the time, the experience, nor the information to study and capitalize on his study over the necessarily long period investments require. Life insurance companies do."

Mr. Johnson urged underwriters to think and sell every policy in terms of a complete financial plan. He pointed out that 99 percent of insurance is sold in small parts, in packages. But the prospect should first be sold on a financial plan, and then the small policies as he buys them fitted into it. If enough underwriters sell enough people on this idea, it will become a trend.

"Life insurance is the only business I know," said Horace Mecklem, general agent New England Mutual, Portland, Ore., "in which income can be made to meet expenses. When I want a new

car, or my wife wants a new dress, all I have to do is go out and buy them, then go next door or around the corner and find someone to pay for them."

Mr. Mecklem ought to know. He has been in the business almost 40 years, and in the 25 years ending Jan. 1, 1935, made 28,681 calls in 5,943 working days, had secured 2,742 applications for a total of \$16,542,440 of business on which he collected \$748,677 in premiums and earned \$291,262 in commissions. He averaged earnings of \$10.50 a call and \$49 each working day.

Think, Talk Intelligently on Prospect's Terms

Any man worth seeing at all is worth seeing intelligently—it is not enough merely to turn doorknobs, Mr. Mecklem believes. "You have to be able to think and talk intelligently on his terms; and, to do either, know how to speak, think and write English. I get paid, and paid well, for talking."

Mr. Mecklem uses a policy of his own for \$100,000, now several years old, wherever he goes. "It is the best canvassing document I have ever found."

To get prospects interested immediately, Mecklem doesn't call the policy he's trying to sell them "protection," nor "money for future delivery," etc. "It's this," he says, and lays a \$1,000 bill on the desk. He carries five of them with him constantly.

"Occasionally I put a dime bank alongside the \$1,000 bill and say, 'This will get you that.'"

Mr. Mecklem has found the use of pithy phrases which give idiomatic force to a sales idea very valuable in selling insurance. "The man who dies without adequate life insurance doesn't leave home, he takes the home with him." "I've got to die to win," a prospect protests. "You've got to die anyway, why not win?" Mr. Mecklem responds. "My big job," Mr. Mecklem con-

cluded, "is to contact three people every day and intelligently attempt to sell them life insurance. I know if I do that I can be assured of producing around \$500,000 a year. And if I get four or five today, I don't carry over the extra ones and credit them on tomorrow's job."

"Most of us are still children. I have on my desk a toy dog, and a toy doghouse. If I make three calls during the day—if I do my job—the dog stays out with his tail up; if I don't, into the doghouse he goes, and in going in, his tail goes down between his legs. He stays there till I get my job done. The men in my office take a squirt at it when they come in in the morning, to see if the dog's in or out."

Harry T. Wright, million-dollar producer for the Equitable Life of New York at Chicago, told what it takes to become a millionaire.

The increasing opportunity for life underwriters to sell men in the larger income brackets insurance to save their estate's taxes, was stressed by Paul F. Clark, general agent for the John Hancock at Boston, in his talk on "Successful Life Underwriters."

Addressing himself particularly to those attending the sales congress who "don't produce over \$300,000 a year," Lester Schriver, president of the National association and general agent for the Aetna Life at Peoria, Ill., sought to hearten "those who are doing difficult jobs in difficult times in difficult communities—and there are a lot of them."

Educates Children, Guarantees Continuity of American Business

The big producers of the United States, he said, differ radically in personality, environment, associates, and clients. But several things they hold in common.

For one, they have discovered what life insurance is and does: that it is the best investment for the average man; that it educates children, guarantees the continuity of American business, assures social security to the individual through his own effort and foresight, guarantees the individual economic immortality and is essentially family protection.

Again, they are conscious they have

SALES IDEAS OF THE WEEK

THREE INTERVIEWS SUFFICIENT

Three interviews are sufficient to place a life policy, stated W. P. Worthington, superintendent of agencies Home Life of New York, before members of the Peoria, Ill., Life Underwriters Association. The first visit, he said, should include a review of the individual problems; the second should be devoted to explaining that the particular policy is the solution to the problem, and the third should center about the benefits to be derived.

"Insurance is a definite adjustment of the family. It means simply that the family must budget itself to live on a Worthington suggested that each sales-few dollars less each week." Mr. man build a clientele among persons he likes, because only too often policies are not placed because the agent's personality clashed with that of the prospect. He pointed out the public buys insurance on an average of once every five years, which means a substantial business can be obtained by cultivating the right clientele.

provided for the needs of their own families.

They possess a prospecting system, which is 90 percent of the whole success formula in underwriting.

All have a method that is part of their own personality.

They know the avenue into men's lives. They have discovered the fact that folks are folks. They have learned the instincts common to all men—the instinct of acquisition, of protecting those we love, of selfishness and self-preservation.

They are masters of their own time. Mr. Schriver asserted that the average expectancy of his audience was 36 years, "yet you will spend 12 of those 36 years asleep, 12 in recreation, in getting ready for work, etc., which leaves you only 12 in which to work!"

They keep adequate records.

They apply themselves to their job and set themselves goals.

They possess the mental attitude of success.

Hosts of the convention were George Hackman, retiring president Missouri Life Underwriters Association, Jefferson City, and J. Frank Trotter, Mutual Life of New York, president Life Underwriters Association of Kansas City.

V. Webner Wiedemann, manager of the Sun Life branch at Kansas City, and an active association worker, was general chairman of the sales congress.

Lem C. Swinney, Wichita, Kan., brought greetings from the Kansas State Association of Life Underwriters, of which he is president.

Roger B. Hull, managing director National association, brought greetings from that body, and R. E. O'Malley, Missouri superintendent, spoke briefly.

insurance then it is your job to solve it. The agent should close as soon as he can show the prospect that he has a problem and that life insurance can solve it. Get a 'Yes' or 'No' answer as quick as possible when that moment arrives. There is no need for wasting his time."

Mr. Moore stressed the necessity of getting a man to think about his problems and their solution through life insurance. A visit to the probate court once in a while will stimulate the agent's interest in life situations that do happen.

Mr. Mecklem closed the congress with his talk "On Your Toes, Life Underwriters, On Your Toes."

Merchandise Life Insurance

Sales ideas to increase production were presented at the sales congress conducted by the Life Underwriters Association of St. Louis. Speakers included James E. Kavanagh, vice-president Metropolitan Life; Horace Mecklem, general agent New England Mutual Life, Portland, Ore.; H. A. Moores, special agent National Life of Vermont, St. Louis, and C. J. Zimmerman, general agent Connecticut Mutual, Newark, N. J.

Mr. Kavanagh directed his talk primarily to new agents. He stressed the merchandising of life insurance, contending that the essential elements involved are the same as in the merchandising of good goods of any character. The fact that 65,000,000 persons in this country own life insurance and that 400,000 persons apply for life insurance every week may be accepted as an indication that agents have good goods to sell. The particular company an agent may represent is not so important as many persons attempt to prove. The fact that a company is licensed to operate in the state may be accepted as evidence that it is a good company and that its agents have no apologies to offer anyone. All companies really have only one policy to sell, a promissory note to be paid some years hence or at an earlier date in the event that certain contingencies arise.

Life insurance is not tangible merchandise so the agent has to paint the

picture in an attractive manner for the prospect. The agent should be economical in use of language. He said the agent should not pull out his rate book on a prospect like it is a pistol as there is something revolting about a rate book. "Prospects like the part they receive from life insurance," he continued, "not what they will have to put into it as a premium."

Mastering Oneself Is First Task of Agent

Inasmuch as selling is the hard part of the life agent's merchandising job, "the best way to keep fear out of your system is to try to do something that you know you can do. The agent must master himself before he can hope to master other people. Be a showman and show, show, show your good goods," he added. "And if you do that the selling of life insurance will be an automatic process."

Mr. Zimmerman in discussing "Closing Tactics" said that the close should come as quickly as possible when the agent believes there is a possibility of a favorable decision on the part of the prospect.

"Pick your spots as carefully as you can," he continued. "Three good interviews a day are better than 15 improperly prepared interviews. Think something about the prospect's problems. Let him talk. If you see a need for life

Prudential Shows Optimism at Meet

(CONTINUED FROM PAGE 1)

been to hamper the roads and to fail to appreciate their essential place in American business. Preferred stocks of the company were acquired either through careful selection or through reorganizations, in which case it should be possible to dispose of them at a profit eventually.

The Prudential is already setting aside special reserves against the continuance of present depressed interest rates, Mr. Duffield said, but pointed out that unwarranted caution in holding back dividends would be an injustice to present policyholders.

Vice-president Franklin D'Olier pointed out that the Prudential has increased the proportion of paid business to total business written. Commenting on the job of the superintendent or manager, he said that if agents are handled with intelligence and consideration "you will never have to bother about the record of this company."

Vice-president Alfred Hurrell urged

a resolute facing of facts, despite misgivings as to the general outlook. He urged refusal to accept a defeatist attitude but to seize the opportunity to make the younger generation feel "that we are not quitting on them."

J. F. Little, vice-president and actuary, said uncertainty as to the future of interest rates made it unwise to sell on a dividend basis or hold out promises of what future dividends may be. He also said the low maximum retirement income under the social security act would arouse interest in many prospects in retirement income policies. Others who spoke were Vice-president L. E. Wurfel, Vice-president H. B. Sutphen, and Vice-president R. H. Bradley.

Speakers at the banquet Wednesday night included President Duffield, President Harold Dods of Princeton University and M. A. E. Morgan, principal and vice-chancellor of McGill University.

Volunteer State Conference

Volunteer State Life producers will convene for a three-day session at Signal Mountain, near Chattanooga, July 29-31. More than 100 agents and their families will be present.

Leading Producer Stresses Value of the Small Policy

(CONTINUED FROM PAGE 2)

vated by engaging in various phases of civic work.

"Put your friends and policyholders on your payroll without pay," Mr. Nelson stated, "but use those friends whose personalities click with yours and who respect and admire you. The sooner you get them to call you by your first name the better it will be and reflect sincerity—talk as if you mean it."

Should Use Horse Sense and Be Regular Fellow

Common horse sense is greatly needed and the agent should at all times strive to be a "regular fellow." He should enter wholeheartedly into the many activities in his community, stating that in his own case his membership in various clubs and work with civic organizations had secured many friends, with considerable business directly resulting from these contacts. He cautioned agents against allowing their faces to be barometers of their personal worries or adverse conditions, saying that few prospects buy life insurance out of pity for the agent. He also expressed his belief in the value of good advertising and publicity to keep the agent's name constantly before the public and create good will.

A prediction that the federal social security act will prove to be the greatest stimulus to life insurance since the war risk insurance act was made by Roger B. Hull, managing director National Association of Life Underwriters. He said that the act, although it fails to provide adequate old age security, brings monthly income into public consciousness, which will react to the benefit of life insurance.

Social Security Plans Do Not Fill All Needs

All social security plans fall short, stated Mr. Hull, because they do not take into account the part played by individuals, they do not make allowances for individual initiative so characteristic of the American people and they fail to provide assurance of a job or security against dependence due to death. Even old age pension plans have proved failures because the benefits provided are too small. The government cannot go half as far as the average individual will require, but, even disregarding this, the American character rebels against a public gift which requires no thrift or foresight on the part of the individual.

Act Leaves Problems of Individual Unsolved

Although some kind of social scheme is necessary, Mr. Hull stated the social security act still leaves the major problems of the average American unsolved and from this class will come the prospect for life insurance, not from the desperate, dispossessed and disinherited. With more than 80 percent of the entire national income represented as wages and salary, a vast field of prospects is constantly available. The problem for the life agent, he said, is to work toward getting these prospects to place their earnings into life insurance, rather than in the many other forms of investment offered the public. In the past there has been a tendency to regard life insurance as an "extra," but "when the American people start seeking security as a fundamental, and not as a by-product, they will find it." That is the mission of the life agent, he said, and no one else is prepared or qualified to undertake it.

"To make individualism safe for reasonably prudent men is what life insurance can do. Social insurance should be regarded as the supreme challenge to everything in the life agent. Most American citizens do not want socialistic solutions of their problems as they realize they must provide their own security for the future." It is the duty of the life agent to rally the American people to a grand crusade for saving and to broaden the average worker's horizon beyond the living wage. "Social

insurance is not the answer to the problems of the individual. Life insurance is the only way out and showing what it can do is the responsibility of the agent."

W. M. Houze, Chicago general agent John Hancock Mutual Life, was announced as chairman of the Chicago association committee which is conducting the drive in that city in observance of life insurance week. C. B. Randall, vice-president Inland Steel Company, Chicago, and chairman Community Fund in that city in 1935 and 1936, will be the speaker at the breakfast May 11.

A. L. C. Membership Now Has \$29,441,288,508 Total in Force

The 136 companies in the American Life Convention have \$29,441,288,508 insurance in force, or more than 25 percent of all the life insurance in force in the United States, it was reported in a tabulation giving ranking of companies in the organization by volume in force. Ordinary insurance was \$22,370,453,368, group \$5,010,767,901 and industrial \$2,060,067,239.

The membership includes four companies of well over a billion in force each, the Travelers, over four billion; Aetna Life, nearly 3½ billion; Sun Life of Canada, about 2¾ billion, and Connecticut General, over a billion. There are 13 companies with more than \$500,000,000 in force, each; 23 companies with more than \$250,000,000, and 55 companies with more than \$100,000,000.

The A. L. C. executive office at Chicago has just completed distribution to members of a new manual, which is more comprehensive than any ever published, yet only about one-half the thickness of previous editions. The alphabetical company list shows not only chief executive officers, as before, but also many lesser officials, and is therefore more valuable as a reference work.

Laird With the Monarch Life

Darrell Laird has been appointed actuary of the Monarch Life of Winnipeg. He was formerly with the Great West Life's actuarial department, having started with it in 1929.

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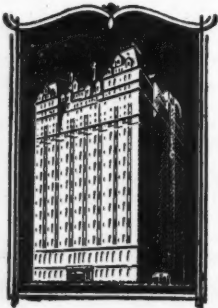
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